

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LV.

NEW YORK, JUNE 6, 1906.

No. 10.

For a period of forty-eight hours in every week, from Saturday to Monday night,

## THE INDIANAPOLIS STAR

Offers the only Indianapolis newspaper obtainable for a population of 225,000 and a tributary population of nearly 200,000 more. This is accounted for by the fact that THE STAR is the only morning and Sunday paper published in Indianapolis.

Isn't it reasonable to suppose that a public that must depend on one paper for its news two days in the week will take that same paper the other five days?

### The Star's Circulation

Of Over 90,000 Daily

Proves that they do take it every day in the week.

### ADVERTISING GAINS OF 75,011 LINES

For the month of April, 1906, and

196,574 LINES

For the first four months of 1906 proves that advertisers, both local and foreign, believe they read it.

What The Indianapolis Star is to Indiana's capital, The Muncie Star, with 27,000 daily circulation, and The Terre Haute Star, with 20,000 daily circulation, are to the next two best towns in Indiana.

The three papers make up The Star League, and cover practically one-third of the homes of the entire State.

**GENERAL OFFICES OF THE STAR LEAGUE,  
Star Building, Indianapolis, Ind.**

**C. J. BILLSON, Tribune Bldg., N. Y. City, Eastern Rep.  
JOHN GLASS, Boyce Bldg., Chicago, Western Rep.**

## Rowell's American Newspaper Directory for 1906 is now ready for delivery; subscription price \$10. Will be sent carriage paid to any address on receipt of price.

Work upon the revision for the year 1907 is now in hand. Publishers who wish to furnish a circulation statement for the year 1906, to appear in the Directory for 1907, the 39th annual issue, will be in time if their report is received on or before February 15, 1907.

The book for 1907 will be issued in May of that year. The subscription price will be \$10, the same as heretofore.

The book will report the name of every paper or periodical, the day or frequency of issue, will tell its politics or the interest to which it is devoted, the size and number of pages, the subscription price, the date of establishment, editor's and publisher's names, and will accord a rating intended to make known its average issues for the preceding year, to every paper or periodical believed to issue regularly so many as 1,000 copies. For publishing such information there will not be, and never has been, any charge.

The publisher's statement of what has been the number of copies printed for a year, preceding the date of his report, is accepted if it sets down the date of each issue and the number of copies produced which were complete and sufficiently perfect to be served to subscribers or sold to be read, dividing the total by the figures that indicate the number of separate editions, the result showing the average edition issued.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making application, a page from the last issue of the Directory, showing how that paper was described therein and the circulation rating accorded.

On receipt of five two-cent postage stamps the publishers of the Directory will send, to the publisher of any paper making application, two copies of a large blank, showing a form for making up such a statement of copies printed as will be certain to meet the Directory editor's views, if properly filled in.

If a publisher wishes to make any statement in his own behalf, to appear in the next issue of the Directory, to follow the catalogue description of his paper, he may say whatever he chooses at a cost of \$1 a line for the matter inserted, which will be designated by appearing under the heading "PUBLISHER'S ANNOUNCEMENT." Six words average a line. If the announcement calls for 120 words or more the price paid carries with it a right to a free copy of the book (which is sold separately for \$10). If cash accompanies the copy five per cent may be deducted from the price in consideration of advance payment.

Display advertisements to appear in the body of the Directory also entitle the advertiser to a free book, and will be inserted  $\frac{1}{4}$  page for \$20,  $\frac{1}{2}$  page for \$30 and 1 whole page for \$50; but these prices are doubled if a position for the advertisement is demanded on the same page or opposite the one where the catalogue description appears of the paper advertised. These prices are also subject to the 5 per cent reduction if cash, in full payment, accompanies the order.

Address all communications to

### PRINTERS' INK PUBLISHING CO.,

Publishers of Rowell's American Newspaper Directory, No. 10 Spruce St., New York.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LV.

NEW YORK, JUNE 6, 1906.

No. 10.

## A GREAT CLASSIFIED EXPENDITURE.

HAPGOODS SPENDS \$50,000 A YEAR, CHIEFLY IN THE LINER COLUMNS OF NEWSPAPERS, TRADE JOURNALS AND MAGAZINES—BACKING UP THE CLASSIFIED WITH DISPLAY ADVERTISING—EXCELLENT SHOWING BY SOME TRADE JOURNALS—AN EMPLOYMENT MAGAZINE PROJECTED.

Four years ago Hapgoods, the well-known corporation that makes a business of bringing high-class men and high-class jobs together, had a moderately prosperous office in New York City. Since then the business has grown to occupy half the ground floor at 309 Broadway, New York, the home office, and there are branch offices in Chicago, St. Louis, Philadelphia, Washington, St. Paul, Pittsburg, Cleveland, Minneapolis, Seattle and San Francisco. Last year an office was opened in London, and nearly 400 persons are now connected with the business.

Hapgoods began advertising at the outset, using large display spaces in leading magazines to attract the attention of capable men to fill responsible clerical, executive and technical positions. The advertising was almost wholly a hunt for such men, because good positions are said to be far more numerous than good men, and the corporation has regular arrangements with many large business houses and manufacturing concerns to fill vacancies, reaching these clients through personal solicitation. As the business grew its advertising expenditure increased, until to-day Hapgoods spends about \$50,000

yearly. But latterly an exact system of keying and watching returns from every publication used has led to the selection of classified advertising, and now very little display publicity is printed.

"We have a list of about 1,000 mediums," said H. J. Hapgood the other day. "Between 500 and 600 of these are daily newspapers, covering all States except the extreme South and parts of the extreme West. Hardly any city of 15,000 or over is omitted. The rest are trade and technical publications, with a number of the general magazines. But in the latter our preference is always given to the mediums that have classified departments, because classified advertising has proved to be the backbone of our business. Among the daily newspapers we use all that have high-grade 'Help Wanted' and 'Situations Wanted' departments, appearing in most of them all the year round, every other day. Sunday is a good day, and we get a large proportion of inquiries from the Sunday papers. In about one-fourth of the newspapers we appear daily—those papers, as a rule, that cover the cities where we have branch offices, with their immediate territory. This classified advertising is all specific, naming positions that we wish to fill immediately, and the large proportion of daily papers on our list is due to the fact that we can use the newspaper to print live news advertisements, modifying our announcements from day to day to keep pace with demand made upon us for employees. In magazines, on the contrary, where the advertising

section is made up a month or two months in advance, all our announcements must be of general character. The first medium we ever used was the *Saturday Evening Post*, when our appropriation was \$1,000 a month. Our advertising explained the methods of Hapgoods, then a new idea, and filled large display spaces. This is still our method of using display, and we fill a quarter page in the *Saturday Evening Post* once a month, following up in the alternating weeks with small announcements of a few inches. After extensive display advertising in practically all the general magazines reaching men, we took up classified advertising in newspapers and trade journals, and as our corporate name and business methods began to be widely understood, the display advertising was decreased and the classified increased, until to-day the latter does the whole work of our organization. Yet display has not been abandoned. I believe that in actual keyed returns none of our display publicity pays for itself. But it feeds the classified, and strengthens it, and gives our business such prestige that we don't think the classified would pay without it. Display is printed only eight months in the year—from September to April. A man reads our display ads when he is not looking for a position, and becomes familiar with our name and business. But when he wants a new position he turns to the classified. Then we hear from him. There is, however, a very large body of people who regularly read classified advertising with an eye to turning up unexpected opportunities to buy, sell or trade, to better themselves, and so forth. This is especially true of men in the smaller cities, where trading is almost a habit. In display advertising, in the magazines, we now seek to interest the high-grade man filling a good position who has no immediate thoughts of changing in mind. We want him to register with us. He is the most desirable kind of man we can have on our

books, and whenever he is ready to sign a new contract with another employer we want to have the opportunity to place him. By using magazine display to seek this character of men we have made it more profitable in direct returns.

"Among daily newspapers the largest circulations are not necessarily the best for our pur-

**THE CHICAGO RECORD**

### HELP WANTED—MALE

# HAPGOODS

INCORPORATED

**10TH FLOOR HARTFORD  
BUILDING.  
HIGH-GRADE  
OPPORTUNITIES.**

OFFICE MANAGER-

Large manufacturing concern, making special power transmission machinery, wants competent man to take entire charge of their office. \$125,000.00. 21-2200.

GENERAL OFFICE MAN.

Must be a thoroughly competent bookkeeper and have some knowledge of correspondence. SALARY, \$1,300.

## CLERKS-

Three clean-cut young men, with clerical experience, for record and extension work, SALARY, \$340.

**STENOGRAPHER-**  
Newly established position.

Newly established manufacturing company desires the services of a rapid and accurate stenographer. Must be able to take rapid dictation and transcribe accurately. SALARY, \$1,200."

## STENOGRAPHERS

rapid, accurate and efficient, for positions with bright futures. SALARY, \$2600. to start.

**SALESMAN—**

We want, at once an experienced syrup  
salesman, familiar with western territory.  
Location Denver. SALARY, \$2,000-\$3,000.

**MANAGER**  
 1980-1981

**BOOKKEEPER AND**

STENOGRAPHER-7

For position in office of a  
part. Must be capable.

**SALARY, \$990.**  
If you are a high-grade ma

and wish to market your ability to the best advantage, call or write for May issue of **HAPGOODS OPPORTUNITIES**, which describes 1,083 unfilled positions.

HAPGOODS,  
10TH FLOOR HARTFORD  
BUILDING.  
OFFICES IN ALL PRINCIPAL  
CITIES.

poses. Getting inquiries is of no use unless we can get those of good character. We are in no sense an employment agency, and do not want on our books the man who is simply 'hunting a job.' So, while we are in papers like the New York *Herald* regularly, you will also find Hapgoods' advertising in dailies like the New York *Sun* and *Times*, which carry only a few inches of 'Help Wanted' and 'Situations Wanted.'

(Continued on page 6.)





REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

Whether in a man or a race-horse, vitality is the measure of life. The friend who is cold and apathetic is not a joy; the salesman who is not enthusiastic is not a real salesman; the publication which has not abounding life—vitality—does not sell goods.

The SATURDAY EVENING POST has health, strength and youth—178 years young. It has faith in life—an enthusiasm for it which is contagious. If your advertisement is surrounded by the good cheer, the sound sense, the healthy spirit of our publication, it has a mighty good chance to succeed.

*(750,000 each week.)*

THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

• BUFFALO

Frequently we have as much advertising in the *Sun* as all other advertisers in these departments combined, and while it might appear that such a paper's influence would be small, some dailies of this kind are very profitable to us.

"Next to daily papers the trade journals that have classified columns pay us best, proportionate to expenditure. They are timely, most of those on our list appearing weekly, so that we can use them as news mediums. Then, they reach a clientele made up almost entirely of business, professional and technical men. I believe that few advertisers have tried out the trade journals as they should be tested, and that many who use general mediums would find them profitable. After thorough tests with keyed ads we have sifted out a list of about fifty mediums, chiefly those with live classified departments, and while their rates are high in proportion to circulation, the grade of readers is much higher than that of the best magazines. We use large spaces in papers like the *Engineering News*, *Iron Age* and *Boot and Shoe Recorder*. Last year a list of sixty-five trade journals brought us a total of 7,500 profitable replies, and our largest advertisement in any medium measured only an inch and a half. Perhaps it is heresy to say so, but it seems to me that the advertising world adheres too closely to the big circulations and the mediums that everybody goes into. The best results in our business have come largely through experiment with untried publications, and scattering business intelligently through small mediums.

"As soon as the general magazines began introducing classified sections we went into them, and out of sixty magazines used at present we get by far the best returns from those that have classified. In *Everybody's*, for instance we have received as many inquiries from one insertion of a small classified announcement as from a half-page display ad the month

before, though the liner cost only one-twentieth as much. The *Saturday Evening Post* pays us best with display, and we use about a page and a half yearly in a few publications like *McClure's*, *World's Work*, *Public Opinion* and so forth. Even the smallest magazine classified departments are profitable, though we consider that publishers are not discriminating as carefully as they might in accepting this new class of business. While few of the advertisers could be suspected of unreliability, a good many are of the cheaper mail-order class, and tend to hurt the business character of these departments, and raise doubts among the better class of readers.

"Women's magazines we do not use at all, as we do not undertake to find positions for women. The reason for this is, that the positions we seek to fill are not suited to women. Some years ago, though, we ran a three-inch advertisement in the *Ladies' Home Journal*, and it paid very well. Last year we gave the religious papers a very thorough trial, with disappointing results. They reach too many women readers, and not enough men. The *Outlook* is the only medium on our lists of a religious character. As for the mail-order papers, we have not tried them extensively. *Spare Moments*, of Rochester, N. Y., has brought us excellent returns, but it is the only medium of that character of which we have knowledge. Mail-order journals seem to have too cheap a class of circulation. We do not object to the territory they reach, the country towns and farms, for many of the best men we place in positions come from small towns, and among certain classes of employers the country-bred young man is preferred. In Chicago there is a steady, big demand for young men with experience in country retail stores.

"While a large proportion of our advertising appears in classified columns where no radical display is permitted, we find it advisable to frequently change the form of

our ads, and to make them somewhat different from regular liners. A number of the smaller city dailies permit display in their classified columns, and this we always take advantage of. In those that restrict display we head the ad with the corporate name, and follow it up at the bottom with general statements concerning our methods. The form of a small advertisement is very important. Not long ago I had a piece of real estate to sell here in New York, and inserted a small announcement in several metropolitan dailies. The ad was in display columns, and measured only two inches. It had no illustration, yet more than thirty replies came in. The following week I advertised the same property in the same papers, about the same position, but took six-inch spaces and used an attractive cut. Less than ten replies came, though the cost was \$150 as against \$15 for the first ad. The first announcement may have looked like a good opportunity to buy property from somebody who was forced to sell and hadn't much money to advertise, while the last, perhaps, struck readers as the advertisement of a regular realty broker. I don't know what the reason was, but it is just such oddities that convince me no man can say he thoroughly understands advertising, however wide may be his operations."

At the request of PRINTERS' INK the following list of trade journals now carrying the Hapgoods advertising was made up by M. B. Wiley, manager of Hapgoods publicity department. It includes every trade journal that, after tests of a long list, has a classified advertising department that shows results sufficient to warrant steady use:

American Cabinet Maker, New York  
 American Telephone Journal, New York  
 American Machinist, New York  
 American Jeweler, Chicago  
 American Electrician, New York  
 American Lumberman, Chicago  
 Barrel and Box, Louisville  
 Boot and Shoe Recorder, Boston  
 Canned Goods Trade, Baltimore  
 Carpet and Upholstery Trade Review, New York  
 Carriage Monthly, Philadelphia

Dry Goodsman and General Merchant, St. Louis  
 Dry Goods Economist, New York  
 Dry Goods Reporter, Chicago  
 Engineering and Mining Journal, New York  
 Electrical World and Engineer, New York  
 Engineering Record, New York  
 Engineering News, New York  
 Engineering World, Chicago  
 Furniture World, New York  
 Insurance Press, New York  
 Ice and Refrigeration, Chicago  
 Iron Age, New York  
 Lumber Trade Journal, New Orleans  
 Mines and Mining, Denver  
 Metal Worker, New York  
 Machinery, New York  
 Mines and Minerals, Scranton, Pa.  
 Printers' Ink, New York  
 Railway Age, Chicago  
 Railroad Gazette, New York  
 Shoe and Leather Reporter, Boston  
 Southern Furniture Journal, Highpoint, N. C.  
 St. Louis Lumberman, St. Louis.  
 Street Railway Journal, New York  
 Sample Case, Columbus, O.  
 Shoe and Leather Gazette, St. Louis.  
 Scientific American, New York  
 Southwestern Banker, Kansas City.  
 Textile Manufacturers' Journal, New York  
 T. P. A. Magazine, St. Louis  
 Wood and Willow Ware Trade Review, New York.  
 Western Druggist, Chicago  
 Woodworker, Indianapolis

In England the Hapgoods business is carried on by practically the same methods as in this country. Mr. Wiley spent some months in London last winter laying out the advertising operations.

"Over there we use pretty much the same character of mediums," he says, "classified in the newspapers. But where a classified ad in this country brings in twenty-five replies, in England one will bring as many as 500 letters from a single insertion, owing to the greater number of men seeking positions. There are not so many opportunities there for men, but Hapgoods has proved successful with employers. The character of replies is also somewhat better, owing to class lines. There are excellent opportunities in London for American advertising men of ability. We find widespread interest in American advertising methods, and while abroad I met dozens of business men who are regular readers of PRINTERS' INK."

For some months past Hapgoods has been collecting from its various branches all the interesting stories and anecdotes that arise concerning ways in which

men have got up in the world, and their experiences in seeking employment. These are being filed in a big cabinet at the New York office, called the "anecdote cabinet," and the material thus collected is to form the basis of a magazine the corporation proposes to establish at some time within the next year. Mr. Hapgood believes there is a wide demand for a magazine devoted to employment. Asked what the character of this publication would be, he said he had in mind the sort of matter that was published by *Success* when it first started, but of a more practical sort—articles by the rank and file of men who hold responsible positions, telling how they got their start in various callings, how they advanced, how they got interviews with the right men in seeking places, and so forth. It will also have stories of business, articles dealing with methods, and other matter bearing on the subject of obtaining employment. It is to be, in effect, the sort of publication that will indicate to energetic men how others have overcome the difficulties that beset every young fellow at the outset, no matter what his ability. The *Chicago Sunday Tribune* has, for more than a year, issued a separate section known as the "Workers' Magazine," dealing with this question, but the material that is daily pouring into Hapgoods gives opportunities for editing and publishing such a periodical that are not at the disposal of any editor. This magazine, when issued, will be of general interest, not a business organ, and will sell through regular magazine channels. At present Hapgoods issues a business periodical called *Hapgoods Opportunities*, which is sent to those who register and reply to advertisements.

JAS. H. COLLINS.

THE attractive series of single-column ads for the romantic novels of E. Phillips Oppenheim, which have recently appeared in the *New York Sun*, are reproduced together in a sheet sent out by the publishers, Little, Brown & Co., Boston.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, **THE CHICAGO RECORD - HERALD** is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.  
Circulation 149,281. Rate 35c.

#### A GOOD PLAY PLAYED OUT FOR LACK OF ADVERTISING.

One hundred and fifty performances is a long run for any play, but people wise in theatrical management are of the opinion that "Man and Superman" would have lasted out the season if it had been properly advertised. The most talked-of play of the year, it began by crowding the huge Hudson Theater to the doors; but it was noticed that the audiences were almost exclusively composed of people of intelligence and fashion who were presumably already acquainted with Shaw. When this public was exhausted the attendance suddenly dwindled.

Meantime, next to nothing was done to create a new public. Billboards and ash barrels were neglected, and the voice of the press agent was not heard in the Sunday paper. Even the announcement of the close of the run was inaudibly whispered; instead of being shouted like the usual "going, going—gone!"—*Saturday Evening Post*.

**A NEW WAY TO "LOBBY."** extortionate rates and restrict service.

THE NEW YORK TELEPHONE COMPANY'S RECENT USE OF PAID ADVERTISING SPACE TO PRESENT ITS CASE TO THE PUBLIC—A MODERN SUBSTITUTE FOR POLITICAL "INFLOUENCE."

Few late news events in the advertising world have been of so much importance to advertisers, newspaper men and the public, as the campaign in New York dailies recently undertaken by the New York Telephone Company. This campaign was brought about by unusual conditions.

The New York Telephone Company has a monopoly of tele-

An application for a franchise of this sort comes up for decision before New York City's most dignified, intelligent and powerful governing body—the Board of Estimate and Apportionment. This body has no salary. It is made up of the Mayor, Comptroller, President of the Board of Aldermen and the five Borough Presidents. The influence of a "lobby" on such a body would be practically nil, nor would popular clamor be likely to weigh against its sober business judgment. Yet the New York Telephone Company was naturally put upon the

## **The Cussless, Waitless, Out-of-orderless, Girlless Telephone To Be Installed by the Atlantic Telephone Company**

Why is it that the New York Telephone Company is spending thousands of dollars for advertising? They are in a panic of fear. Rich as the Bell Telephone Company are, they have not money enough to buy the automatic telephone.

Why are the New York Telephone Company compelled to go to Australia to get an engineer's opinion to condemn the automatic system which has been endorsed by the leading engineers of the world? The automatic telephone system is as much superior to the Bell system as the Hoe printing press is to the hand printing press.

Why is it that the New York Telephone Company select only a few testimonials when there are over 7,000 independent telephone companies in the country operating over 3,000,000 telephones in successful competition with the Bell?

Have the city authorities the right to perpetuate a monopoly and forever isolate millions of people who are seeking entrance to New York by means of independent telephones and can only get in this way?

We only ask "a square deal" and that the doors be opened to the "survival of the fittest."

**ATLANTIC TELEPHONE COMPANY.**

phone service in Greater New York, as well as in Westchester county and other outlying districts around the metropolis. Six rival telephone companies are seeking franchises in the city, and some months ago one of these, the Atlantic Telephone Company, became active. A corporation that is said to have ample financial backing, it made application for the right to enter the city, constructing new lines. Cheaper service was promised, and part of the new corporation's showing for this right was a vigorous attack on the New York Telephone, which it charged with using its monopoly to make

defensive, and while a straightforward presentation of its case before the Board would have been ample to protect its rights and secure justice, it took the opportunity to also lay its case before the whole public of Greater New York. No form of newspaper "influence" was sought, but the facts it wished to present were put before the people in large display advertisements. As the telephone public includes everybody, all the New York and Brooklyn newspapers were used. During ten days preceding the hearing before the Board of Estimate and Apportionment about \$20,000 was spent for newspaper space, while

at the same time fully 250,000 copies of booklets and pamphlets bearing on the question of rates, service and the advantages of one telephone company as opposed to two or more, were mailed to telephone subscribers.

This campaign was notable for two things: Nothing whatever was said against the company seeking admission to New York, and every advertisement was made up of statistics and opinions that could not have stood light a moment had they been untrue or inaccurate. Several days before the hearing the Atlantic Telephone Company also went into the newspapers, laying before the public its own case and charging that the advertising of the established corporation was instigated by fear. These campaigns reached their height and culminated the day before the Board's hearing began, when advertising stopped and matters went into the hands of each corporation's attorneys. At the present writing the Board is still considering the new company's application. What the decision will be no one knows certainly, but it is conceded that the established company has greatly strengthened itself in public opinion, and that its expenditure, aside from any effect it may have on the decision, will be of benefit however the matter goes. If the new company is barred out, the impression that rates are fair, created by this publicity, will add to the company's subscribers. If the new company comes in as a fighting entity the arguments presented will make most people think twice before putting in the new telephones.

The man responsible for this campaign is U. N. Bethell, general manager and vice-president of the New York Telephone Company, whose policy has always been one of openness it is said. The company is a public service corporation, he says, and to stand on solid ground must not only submit to criticism, investigation and publicity, but invite them. Two years ago the Merchants' Association of New York

City, with the impression that telephone rates were too high, went to Mr. Bethell and stated that it desired to inquire into details of service and charges to determine whether this was so or not. The records and equipment of the company were thrown open to a committee, which was assisted by the Audit Company of New York and the necessary engineering experts. Only one condition was exacted by the general manager—that the committee's report be given publicity. It was agreed between the committee and the general manager that ten per cent would be a reasonable profit on a reasonable investment, and the general manager promised that if it were found that the company were making a profit higher than this a reduction in rates would follow. At the end of this investigation a report favorable to the company was made, but with the recommendation that rates be reduced to an extent that meant a decrease of \$1,000,000 a year in gross revenue. The company thereupon put in effect a decrease amounting to \$1,500,000. During the late newspaper campaign this report of the Merchants' Association proved a valuable document, and was drawn upon extensively for facts. The association sent to the hearing body a letter advocating reasonable supervision of the existing telephone service as the solution to whatever evils might arise from monopoly, while a committee of 4,000 leading New York business houses and individuals, including all the hotels, nearly all the newspapers, department stores and other telephone patrons, sent a petition on behalf of the established corporation. It is also said that no newspaper in the city opposed the old company in advocating the new.

In addition to the large display advertisements used, the copy was reinforced with small reading notices at the bottom of columns, three to five lines in length. These were not only placed in every other column where available, but scattered





# A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

**Birmingham.** Ledger, dy. Average for 1905, 22,069. Best advertising medium in Alabama.

## ARIZONA.

**Phoenix.** Republican. Daily aver. 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

**Fort Smith.** Times, dy. Act. av. 1905, 2,781. Actual aver. for Oct., Nov. and Dec., 1905, 2,962.

## CALIFORNIA.

**Mountain View.** Signs of the Times. Actual weekly average for 1905, 22,550.



**Oakland.** Herald. Average 1905, 10,260; May 19, 1906, 10,552. Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.

**Oakland.** Tribune, evening. Average for 12 months ending December 31, 1905, daily 15,481.

**San Francisco.** Call, d'y and S'y. J. D. Speckels. Actual daily average for year ending Dec. 1905, 62,941; Sunday, 88,815.

**San Francisco.** Pacific Churchman, semi-m.; Episcopalian. Cir. 1905, 1,427; May, 1906, 1,700.


**San Francisco.** Sunset Magazine, monthly, literary; two hundred and eight pages, 5x8. Circulation 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

**San Jose.** Morning Mercury and Evening Herald. Average 1905, 10,824.

## COLORADO.

**Denver.** Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926, for 1905, 11,688.

**Denver.** Post, daily. Post Printing and Publishing Co. Aver. for 1905, 44,320; Sy. 60,104. Average for Mar. 1906, dy. 50,152; Sy. 70,516.

 The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

**Ansonia.** Sentinel, dy. Aver. for 1905, 5,022. F. Katz, Spec. Agt., N. Y.

**Bridgeport.** Evening Post. *See* above daily av. 1905, 11,025. E. Katz, Spec. Agt., N. Y.

**Bridgeport.** Telegram-Union. *See* above daily av. 1905, 10,171. E. Katz, Spec. Agt., N. Y.

**Meriden.** Journal, evening. Actual average for 1905, 7,557.

**Meriden.** Morning Record and Republican. Daily average for 1905, 7,578.

**New Haven.** Evening Register, daily. Actual av. for 1905, 15,711; Sunday, 11,811.

**New Haven.** Palladium, dy. Aver. 1904, 7,857; 1905, 8,656. E. Katz, Sp. Agt., N. Y.

**New Haven.** Union. Average 1905, 16,209. 1st 3 mos. 1906, 16,486. E. Katz, Spec. Agt., N. Y.

**New London.** Day, ev'g. Aver. 1905, 6,109. E. Katz, Spec. Agt., N. Y.

**Norwalk.** Evening Hour. Daily average year ending Dec. 1905, 5,150. *As certified by Am. sm. advrs. all returns deducted, 2,869.*

**Norwich.** Bulletin, morning. Average for 1904, 5,550; 1905, 5,920; note, 6,815.

**Waterbury.** Republican, dy. Aver. for 1905, 5,648. La Coste & Maxwell Spec. Agents, N. Y.

## DISTRICT OF COLUMBIA.

**Washington.** Evening Star, daily and Sunday. Daily average for 1905, 25,550 (©©).

## FLORIDA.

**Jacksonville.** Metropolis, dy. Av. 1904, 8,740. Average 1905, 8,950. E. Katz, Sp. Agent, N. Y.

## GEORGIA.

**Atlanta.** Constitution. Daily average 1905, 28,590; Sunday, 48,751.

**Atlanta.** Journal, dy. Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,721; April, 1906, dy. 58,207; Sun., 57,816; semi-wk., 74,231.

**Atlanta.** News. Actual daily average 1905, 24,402. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

**Augusta.** Chronicle. Only morning paper. 1905 average, 6,045.

**Nashville.** Herald. Average for May 1, 1905, to May 1, 1906, 1,457. Richest county in S. Georgia.

## ILLINOIS.

**Aurora.** Daily Beacon. Daily average for 1905, 4,580; first three months of 1906 5,912.

**Chicago.** Citizen. Daily average January, February and March, 1906, 1,512.

**Champaign.** News. First four months 1906, daily, 2,076; weekly, 3,446.

**Chicago.** Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©©).

**Chicago, Breeders' Gazette,** weekly; \$2.00. Average circulation 1905, to Dec. 31st, 66,603.

**Chicago, Dental Review,** monthly. Actual average for 1905, 5,705.

**Chicago, Examiner,** Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.


**Chicago, Farm Loans and City Bonds.** Leading investment paper of the United States.

**Chicago, Farmers' Voice and National Rural.** Actual aver., 1905, 50,700, Jan., 1906, 42,460.

**Chicago, Inland Printer.** Actual average circulation for 1905, 15,866 (©).

**Chicago, Orange Judd Farmer.** Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 20, 1905, showed 45,129 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

**Chicago, Record-Herald.** Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Chicago, Svenska Nyheter,** weekly. Sworn average December, 1905, 21,775.

**Chicago, System,** monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Average for year ending, March, 1906, 50,556. Current average in excess of 60,000.

**Chicago, The Tribune** has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The Tribune is the only Chicago newspaper receiving (©).

**Peoria, Evening Journal,** daily and Sunday. Sworn daily average for 1905, 15,575.

**Peoria, Star,** evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

## INDIANA

**Evansville, Journal-News.** Av. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N.Y.

**Indianapolis, Up-to-Date Farming,** 1905 av., 156,250 semi-monthly; 75c. a line. Write us

**Notre Dame, The Ave Maria,** Catholic weekly. Actual net average for 1905, 24,590.

**Princeton, Clarion-News,** daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

**Richmond, Sun-Telegram.** Sworn av. 1905, dy. 5,744.

**South Bend, Tribune.** Sworn daily average, 1905, 7,295. Sworn aver. for April, 1906, 8,074.

## IOWA

**Davenport, Catholic Messenger,** weekly. Actual average for 1905, 5,514.

**Davenport, Times,** Daily aver. April, 11,966. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines, Capital,** daily. Lafayette Young publisher. Actual average sold 1905, 59,173. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 by 312 issues than any competitor in 362 issues. The rate five cents a line.

**Des Moines, Register and Leader—daily and Sunday—**carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Apr., dy. 27,647.

**Keokuk, Gate City,** Daily av. 1904, 2,145; 1905, 2,406.

**Muscatine, Journal,** Daily av. 1905, 5,282. Semi-weekly 5,095.

**Sioux City, Journal,** daily. Average for 1905 sworn, 24,961. Av. for Feb., 1906, 26,703. Prints most news and most foreign and local advertising. Read in 50 per cent of the homes in city.

**Sioux City, Tribune, Evening.** Net sworn daily, average 1905, 24,287; Feb., 1906, 26,426. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

## KANSAS

**Hutchinson, News,** Daily 1905, 3,435. E. Katz, Special Agent, N. Y.

**Wichita, Star,** weekly. Average for year ending January, 1906, 2,345.

## KENTUCKY

**Lexington, Leader,** Av. '05, av. 4,694. Sun. 6,163. E. Katz, Spec. Agt.

**Owensboro, Inquirer,** Dy. av., 1905, 1,918; Apr., '06, 2,417. Payne & Young, N.Y. and Chic.

## LOUISIANA

**New Orleans, Item,** official journal of the city. Av. cir. for Jan., Feb., and March, 1906, 25,564; av. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069; for April, 1906, 26,090.

## MAINE

**Augusta, Comfort,** mo. W. H. Gannett, pub. Actual average for 1905, 1,209,573.

**Augusta, Kennebec Journal,** dy. and wy. Average daily, 1905, 6,986, weekly, 2,090.

**Bangor, Commercial,** Average for 1905, daily 9,455, weekly 29,117.

**Bever, Piscataquis Observer.** Actual weekly average 1905, 2,019.

**Leicester, Evening Journal,** daily. Aver. for 1905, 7,598 (©). weekly 17,448 (©).

**Phillips, Maine Woods and Woodman,** weekly. J. W. Brackett Co. Average for 1905, 8,077.


**Portland, Evening Express.** Average for 1905, daily 12,005. Sunday Telegram, 8,428.

## MARYLAND

**Annapolis, U. S. Naval Institute, Proceedings of;** copies printed av. yr. end'y Sept. 1905, 1,627.

**Baltimore, American,** dy. Av. 12 mo. to Jan. 31, '06, 64,187. Sun., 59,942. No return privilege.

**Baltimore, News,** daily. Evening News Publishing Company. Average 1905, 60,678. For April, 1906, 72,709.


 The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Christian Endeavor World.** A leading religious weekly. Actual average 1905, 99,491.

**Boston, Evening Transcript** (©). Boston's tea table paper. Largest amount of week day av.

**Boston, Globe.** Average 1905, daily, 192,584. Sunday, 299,648. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Boston.** Post. Average for April, 1906, Boston Daily Post 241,216; Boston Sunday Post 241,089. Daily gain over April, 1905, 16,684; Sunday gain over April, 1905, 59,722. Flat rates, r. o. p. daily, 30 cents; Sunday, 18 cents. The Great Breakfast Table Paper of New England.

**Fall River, News.** Largest circ'n. Daily av. '05, 6,668; '06, Robt. Tomas, Rep., 116 Nassau St., N.Y.

**Lynn, Evening News.** Actual average for 1905, 5,805.

**Springfield, Farm and Home.** National Agricultural semi-monthly. Total paid circulation, 572,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

**Springfield, Good Housekeeping, mo.** Average 1905, 206,085. No issue less than 200,000. All advertisements guaranteed.

**Springfield, New England Homestead.** Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

**Worcester, L'Opinion Publique, daily (C. O.).** Paid average for 1905, 4,255.

### MICHIGAN.

**Adrian, Telegram.** Dy. av. last three months, 1905, 5,171. Payne & Young, Specials.

**Grand Rapids, Evening Press.** dy. Average 1905, 46,456. Covers Western Michigan.

**Jackson, Morning Patriot, average April, 1905, 5,865; Sunday, 6,584; weekly, 2,818.**

**Saginaw, Courier Herald, daily, Sunday, Average 1905, 12,594; April, 1906, 14,124.**

**Saginaw, Evening News, daily. Average for 1905, 16,710. April, 1906, 19,726.**

### MINNESOTA.

**Minneapolis, Farmers' Tribune, twice a week, W. J. Murphy, pub. Aver. for 1905, 46,428.**

**Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first three months 1906, 96,755.**

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis, Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for April, 1906, 71,258. Aver. Sunday circulation, Apr. 1, 1906, 71,557.**

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis, School Education, mo. Cir. 1905, 9,550. Leading educational journal in the N.W.**

**Minneapolis Tribune, W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first three months of 1906 was 82,709. The daily Tribune average per issue for the first three months of 1906, was 105,199.**

**CIRCULATION** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

**Minneapolis, Svenska Amerikanska Posten, Swan J. Turnblad, p.b. 1905, 51,512.**

**St. Paul, A. O. U. W. Guide. Average weekly circulation for 1905, 22,542.**

**St. Paul, Dispatch. Average net sold for year 1905, 60,563 daily.**

**St. Paul, The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.**

**St. Paul, Pioneer Press. Net average circulation for January-March 1906, 55,502. Sunday 52,487.**



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

**Winona, The Winona Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth.**

### MISSOURI.

**Joplin, Globe, daily. Average 1905, 12,594. Dec., '05, 14,055. E. Katz, Special Agent, N. Y.**

**Kansas City, Western Monthly. Reaches practically all mail-order and general advertisers.**

**St. Joseph, News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Rep.**

**St. Louis, Courier of Medicine, monthly. Actual average for 1905, 9,925.**

**St. Louis, Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.**

**St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (C. O.). Eastern office, 59 Maiden Lane.**

**St. Louis, National Farmer and Stock Grower, monthly. Average for 1905, 106,825; average for 1904, 104,750; average for 1905, 105,541.**

### MONTANA.

**Butte, Inter-Mountain. Storn average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,695.**

### NEBRASKA.

**Lincoln, Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,229. For 1905, 16,409. Only Nebraska paper that has the Guarantor Star.**

**Lincoln, Deusch-American Farmer, weekly. Average 1905, 147,032.**

**Lincoln, Frele Presse, weekly. Actual average for 1905, 150,784.**

**Lincoln, Journal and News. Daily average 1905, 27,092.**

**Omaha, Farm Magazine, monthly. Average circulation year ending January, 1906, 40,714.**

### NEW HAMPSHIRE.

**Nashua, Telegraph. The only daily in city. Storn aver. for 6 mos, ending Mar., '06, 4,410.**

### NEW JERSEY.

**Elizabeth, Journal, Av. 1904, 5,522; 1905, 6,515; last 3 mos. 1906, 6,965; March, 1907, 7,191.**

**Jersey City, Evening Journal. Average for 1905, 22,546. Last 3 mos. 1905, 23,408.**

**Newark, Evening News. Evening News Pub. Co. Average for 1905, 60,102; Apr. '06, 63,782.**

**Plainfield, Daily Press. Average 1905, 2,874. First 4 months, 1906, 2,951. It's the leading paper.**

**Trenton, Times. Average, 1904, 14,774; 1905, 16,458; April, 18,525. Only evening paper.**

### NEW YORK.

**Albany, Evening Journal. Daily average for 1905, 16,512. It's the leading paper.**

**Binghamton, Evening Herald, daily. Herald Co. Aver. for year end, March, 1906, 12,416 (C.**

**Buffalo.** Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even. 31,027.

**Buffalo.** Evening News. Daily average 1904, 88,457; 1905 94,690.

**Catskill.** Recorder, 1905 av. 3,811; sat. 3 mms 1906, 8,928. Best adv. medium in Hudson Valley.

**Corning.** Leader. Evening. Average, 1904, 6,235; 1905, 6,193.

**Cortland.** Democrat Friday. Est. 1840. Aver 1905, 3,126. Only Dem. paper in county.

**Glen Falls.** Times. Est. 1878. Only ev'g paper Average year ending March 1, 1906, 2,508.

**LeRoy.** Gazette, est. 1836. Av. 1905, 2,287. Largest ev. cir. Genesee. Orleans, Niagara Co. s.

**Newburgh.** News. daily. Av. 1905, 5,160. 1,000 more than all other Newburgh papers combined.

#### New York City.

**New York.** American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75% of all the postoffices; in Delaware 85%, in Pennsylvania 74%, in Ohio 85%, and to 90% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

**American Magazine** (Leslie's Monthly). Pre sent average circulation, 256,108. Guaranteed average, 250,000. Excess, 75,296.

**Army & Navy Magazine.** Est. 1863. Actual weekly average for first 19 issues, 1906, 9,592 (©).

**Atlanta.** Daily Greek newspaper. Actual average for 1905, 9,355.

**Baker's Review** monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,008.

**Beniger's** magazine, family monthly. Pen- niger Brothers. Average for 1905, 44,166. pres- ent circulation, 50,000.

**Clipper**, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Aver. for 1905, 26,228 (©).

**Gaelic American**, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

**Hardware Dealers Magazine**, monthly. In 1905, average circ. 19,020 (©). D. F. MALLETT, Pub. 253 Broadway.

**Jewish Morning Journal.** Average for 1905, 54,668. Only Jewish morning daily.

**Music Trade Review**, music trade and art week- ly. Average for 1905, 5,541.

**Printers' Ink**, a journal for advertisers, pub- lished every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies. Actual weekly average for the first seventeen weeks in 1906, ending April 20, 16,250 copies.

**The People's Home Journal**, 544,541 monthly. Good literature, 444,687 monthly, average cir- culations for 1905—all to paid-in-advance sub- scribers. F. M. Lupton, pub-lisher.

**The Tea and Coffee Trade Journal.** Average circulation for year ending April, 1906, 5,226; April, 1906, issue, 7,210.

**The Wall Street Journal.** Dow, Jones & Co. publishers. Daily average 1905, 15,158.

**The World.** Actual aver. for 1905, Morn., 305,490. Evening, 571,506. Sunday, 411,074.

**Schenectady.** Gazette, daily. A. N. Lacey. Actual average for 1904, 12,574; 1905, 15,058.

**Syracuse.** Evening Herald, daily. Herald Co. pub. Aver. 1905, daily 55,552. Sunday 40,098.

**Utica.** National Electrical Contractor, mo. Average for 1905, 2,645.

**Utica.** Press, daily. Otto A. Mayer, publisher. Average for 1905, 14,559.

#### NORTH CAROLINA.

**Raleigh.** Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,306.

**Raleigh.** Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251.

**Raleigh.** News and Observer. N. C.'s great- est daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 1/2 greater than that of any other daily in the State.

#### NORTH DAKOTA.

**Grand Forks.** Normandin. Av. yr. '05, 7,201. Aver. for Jan., Feb., Mar. and Apr., 1906, 7,795.

#### OHIO.

**Ashtabula.** American Sanomat. Finnish. Actual average for 1905, 10,766.

**Columbus.** Hunter-Trader-Trapper, monthly. Actual average circulation 1905, 22,708.

**Coshocton.** Age, Daily av. 1905, 2,128; in city 10,000; factory pay-rols 3,500,000 monthly.

**Dunton.** Religious Telescope, weekly. 30c. agate line. Average circulation 1905, 20,096.

**Springfield.** Farm and Fireside, over 1/4 cen- tury leading Nat. agricul't'l paper. Cir. 415,000.

**Springfield.** Woman's Home Companion. June, 1906, circulation, 565,000; 125,000 above guarantee. Executive offices, N. Y. City.

**Youngstown.** Vindicator. D'y av. '05, 12,910; Sp. 10,178; LaCorte & Marcell, N.Y. & Chicago.

**Zanesville.** Times-Recorder. Sworn average 1905, 10,564. Guaranteed double nearest com- petitor and 50% in excess combined competitors.

#### OKLAHOMA.

**Oklahoma City.** The Oklahoman. 1905 aver. 11,161. Apr., '06, 13,284. E. Katz, Agent, N. Y.

#### OREGON.

**Portland.** Evening Telegram. Circulation 1905, 22,142. Gain over 1904, 871.

**Portland.** Journal. Dy. and Sy. Actual aver. for April 26,210. Aver. year '05, 21,926.

#### PENNSYLVANIA.

**Erie.** Times, daily. Aver. for 1905, 15,248, April, 1906, 16,978. E. Katz, Sp. Ag., N. Y.

**Harrisburg.** Telegraph. Sworn av. Apr. 15, 763. Largest paid circula't'n in H'g, or no pay.

**McKeesport.** Daily News is the Want ad medium, because it can prove a greater bona fide circulation than all other McKeesport papers combined. (We cent a word in advance.) Get advertising rates from R. J. SHANNON, 150 Nussau St., New York.

**Philadelphia.** Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©).

**Philadelphia.** FARM JOURNAL, monthly. Vilmer Atkinson Com- pany, publishers. Average for 1905, 565,366. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those "published in the United States, "has been pronounced the one "that best serves its purpose as "an educator and counselor "for the agricultural popula- "tion, and as an effective and "economical medium for com- "municat ing with them "through its advertising columns." "Unlike any other paper."

**Philadelphia.** German Daily Gazette. Aver- circulation, 1905, daily 51,500; Sunday, 44,465; sworn statement. Circulation books open.

**Philadelphia.** The Press is Philadelphia's Great Home News- paper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily av- erage for 1905, 106,600; Sunday average April, 1906, 166,284.

**Philadelphia.** The Merchants' Guide, pub- lished weekly. "The paper that gets results."



"In Philadelphia nearly everybody reads THE BULLETIN."

## The Philadelphia BULLETIN'S Circulation.



The following statement shows the actual circulation of THE BULLETIN for each day in the month of April, 1906:

1.....Sunday	16.....207,027
2.....237,639	17.....226,524
3.....233,863	18.....270,025
4.....231,755	19.....261,886
5.....229,667	20.....257,252
6.....229,000	21.....255,146
7.....234,247	22.....Sunday
8.....Sunday	23.....228,467
9.....207,340	24.....237,329
10.....233,147	25.....236,819
11.....226,712	26.....233,932
12.....232,445	27.....230,893
13.....220,649	28.....230,900
14.....226,765	29.....Sunday
15.....Sunday	30.....226,828

Total for 30 days, 5,838,286 copies.

NET PAID AVERAGE FOR APRIL.

**233,531 copies a day**

THE BULLETIN'S circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

PHILADELPHIA, May 3d, 1906.

Pittsburg, The United Presbyterian. Weekly circulation 1905, 21,566.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 224,715. Smith & Thompson, Repts., New York and Chicago.

York, Dispatch and Daily. Average for 1905, 12,651. Enters two-thirds of York homes.

### RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation four months ending April 30, '06, 17,502 (seven).

Providence, Daily Journal, 17,625 (66). Sunday, 20,525 (66). Evening Bulletin 27,723 average 1905. Providence Journal Co., pub.

Westerly, San. Geo. H. Uder, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

### SOUTH CAROLINA.

Charleston, Evening Post. Actual dy. average for 1905, 4,505.



Columbia, State. Actual average for 1905, daily 9,587 copies (66); semi-weekly, 2,625. Sunday '05, 11,072 (66). Actual average July to Dec. 31, '05, daily 10,152; Sunday 11,524.

### TENNESSEE.

Knoxville, Sentinel. Average March 11,592. Carries more advertising in six days than does contemporary in seven. Write for information.



Knoxville Journal and Tribune. Daily average year ending December 31, 1905, 15,015. Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Seal. The leader in news, circulation, influence and advertising patronage.

Memphis, Commercial Appeal, daily, Sunday, weekly average 1905, daily 24,915. Sunday 25,827. weekly, 80,545. Smith & Thompson, Representatives N. Y. & Chicago.

Memphis, Times, Sunday. Circulation year ending February, 1906, 2,110.

Nashville, Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,702; for 1905, 20,227.

### TEXAS.

El Paso, Herald. Apr. '05, 5,011; Feb. '06, 5,568. Merchants' canvases show HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo, Standard, weekly. Average for year ending May 5, 1906, 3,013 (3).

### VERMONT.

Barre, Times, daily. F. F. Langley. Aver. 1905, 5,527; for last six months, 1905, 5,691.

Burlington, Free Press. Daily av. '05, 6,554. Now 7,200, or more. Largest city and State circulation. Examined by Association of American Advertisers.

Burlington, News, daily, evening. Actual daily average 1904, 6,015; 1905, 6,886; December, 7,491.

Montpelier, Argus. Actual daily average 1905, 5,242.

Rutland, Herald. Average 1904, 5,527. Average 1905, 4,286.

St. Albans, Messenger, daily. Actual average for 1905, 5,051.

### VIRGINIA.

Danville, The Bee. Apr. 1905, 2,246. April 1906, 2,565. Largest city in. Only city paper.

Richmond, News Leader. Semi-dy. av. 1905, 29,545. Largest in Virginias and Carolinas.



Richmond, Times-Dispatch, morning.

Actual daily average year ending December, 1905, 29,576. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

### WASHINGTON.

Tacoma, Ledger. Daily average 1905, 15,544; Sunday, 29,555; weekly, 9,442.

Tacoma, News. Average first four months 1905, 16,212; Saturday, 17,657.

### WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1905, 2,442.

Wheeling, News. Daily paid circ., 11,196. Sunday paid circ., 11,827. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

### WISCONSIN.

Janeville, Gazette. Daily and semi-weekly. Circulation average 1905, daily 8,149; semi-weekly 3,059.

Madison, State Journal, dy. Circulation average 1905, 5,482. Only afternoon paper.

Milwaukee, Evening Wisconsin, dy. Av. 1905, 26,648; April, 1906, 29,894 (66).



Milwaukee, The Journal, ev'g. Average 1905, 40,517; Apr. 1906, 45,940. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

Oshkosh, Northwestern, daily. Average for 1905, 7,251. Average for the year, 1905, 7,658.



### THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1877, weekly. Actual av. for 1905, 41,748; for year ended April 3, 1906, 42,984. Has a larger circulation in Wisconsin than any other paper. Adv. \$2.30 an inch. N. Y. Office, Temple Court, W. C. Richardson, Mgr.

**Sheboygan, Daily Journal.** Average 1905, 1,610. Only paper with telegraphic service.

**WYOMING.**

**Cheyenne, Tribune.** Actual daily average net for 1905, 4,511.

**BRITISH COLUMBIA.**

**Vancouver, Province, daily.** Average for 1905, 8,687; April, 1906, 10,859. H. DeClerque, U. S. Repr., Chicago and New York.

**Victoria, Colonist, daily.** Colonist P. & P. Co. Aver. for 1904, 4,556 (3c.); for 1905, 4,308. U. S. Rep., H. C. Fisher, New York.

**MANITOBA, CAN.**

**Winnipeg, Free Press, daily and weekly.** Average for 1905, daily, 80,048; weekly, 15,654. Daily, April, 1906, 84,759.

**Winnipeg, Der Nordwesten, Canada's German Family and Agricultural Weekly.** Reaches all the German-speaking population of 200,000—its exclusive field. Aver. for the year end, April, 1906, 15,205; aver. last six months, 15,608.

**Winnipeg, Telegram.** Daily av. '05, 18,707; last three months 20,577, (Sat. average 25,000).

**NOVA SCOTIA, CAN.**

**Halifax, Herald (©©) and Evening Mail.** Circulation, 1905, 16,558. Flat rate.

**ONTARIO, CAN.**

**Toronto, Canadian Implement and Vehicle Trade, monthly.** Average for 1905, 6,055.

**Toronto, The News, Suorn average daily circulation for year ending Dec. 30, 1905, 38,282. Advertising rate 50c. per inch. Flat.**

**Toronto, Star, daily.** Daily average February, 1906, 41,928 copies.

**QUEBEC, CAN.**

**Montreal, La Presse, La Presse Pub. Co. Ltd., publishers.** Actual average 1904, daily 80,359; 1905, 96,771; weekly, 48,207.

**Montreal, Star, dy. & wy.** Graham & Co. Av. for 1904, dy. 56,795, wy. 125,240. Av. for 1905, dy. 58,125; wy. 126,507.

We wish to state that the small ad we are running under the heading of "Roll of Honor" is the most satisfactory and profitable, pro rata money invested, of any advertising we have done so far.—*"Svenska Amerikanska Posten,"* Swan J. Turnblad, Publisher, Minneapolis, Minn., March 8, 1906.

We have used lines in PRINTERS' INK's Roll of Honor for several years. PRINTERS' INK is the only publication for the trade that we use regularly and we believe it pays us well to do so.—*The Dispatch Publishing Co.,* W. L. Taylor, Business Manager, York, Pa., March 7, 1906.



No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.



# SPECIMEN PAGE FROM ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1906.

Showing the catalogue description of two papers possessing the Guarantee Star.


## ILLINOIS—Chicago.

10x14; subscription \$14; established 1895; F. H. Brunell, editor and owner; Daily Racing Form Publishing Co., publishers. Office, 126 Fifth avenue (2-3).

**Circulation:** In 1897, "ZL." In 1898, Z. In 1899, zI. In 1900, yI. In 1901, (Z-4, 6) I. In 1902, yI. In 1903, Z. In 1904, yI.

**RECORD-HERALD;** every morning; Independent; daily twelve to twenty, Sunday forty-eight to sixty-four pages 18x24; subscription—daily \$4, Sunday \$2.50; established—Record 1881, Herald 1881, consolidated 1901; Frank E. Noyes, editor and publisher. Office, 134 Washington street (12-4).

**Circulation—Daily:** Actual average for a year ending with Sept., 1901, (Record-Herald), 154,120; for 1902, 158,424; for 1903, 154,218; for 1904, 145,761; for 1905, 146,456. **Sunday:** Actual average for 1902, 171,816; for 1903, 191,317; for 1904, 199,400; for 1905, 201,559.

 The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Publisher's announcement.**—The Chicago Record-Herald is the only Chicago morning paper that tells its circulation every day. Considering the number of copies sold, the character of the circulation and the price charged for advertising, the Record-Herald challenges comparison as an advertising medium with any newspaper in the United States.

**REPUBLICAN;** every evening except Sunday; republican; eight pages 17x22; subscription \$4; established 1895; R. E. Harmer, editor and publisher. Office, S. W. corner of Fifth ave. and Washington street. **Circulation:** In 1896, X. In 1897, Y. In 1898, yI. In 1899, yI. In 1900, yI. In 1901, yI. In 1902, yI. In 1903, yI (C.O.). In 1904, "ZL."

**SEMI-WEEKLY;** every morning, and **SEMI-WEEKLY;** Wednesdays and Fridays; Norwegian-Danish; republican; daily eight, Sunday sixteen, semi-weekly twelve pages 17x22; subscription—daily \$3, Sunday \$1, semi-weekly \$2; established—daily 1871, semi-weekly 1866; Nicolay Grevstad, editor; John Anderson Publishing Co., publishers. Office, 187 N. Peoria street (2-3).

**Circulation—Daily:** In 1896, F. In 1898, E. In 1897, Y. Actual average for 1898, 17,526. In 1899, yE. In 1900, zE. In 1901, yE. In 1902, (Z-1, 5, 6) E. In 1903, yE. In 1904, D. In 1895, F. In 1896, F. In 1897, Y. Actual average for 1898, 17,278. In 1899, yE. In 1900, zE. In 1901, yE. In 1902, (Z-4, 5, 6) E. In 1903, yE. In 1904, D. In 1905, yD.

**Semi-Weekly:** In 1895, F. In 1896, C. In 1897, Y. Actual average for 1898, 44,468. In 1899, yC. In 1900, zC. In 1901, (Z-1, 2, 4, 5, 10) C. In 1902, (Z-4, 6) C. In 1903, yC. In 1904, C. In 1905, yC.

**SOUTH CHICAGO DAILY CALUMET;** every evening except Sunday; republican; four pages 20x24; subscription \$5; established 1881; J. W. Murphy, editor; Calumet Publishing Co., publishers. Office, 9143 Houston ave., South Chicago (5-3).

**Circulation:** In 1901, "ZL." Actual average for 1902, 2,530. In 1903, (Z-4) H. In 1904, yH. In 1905, yI.

**SOUTH SIDE DAILY SUN;** every evening except Sunday; republican; eight pages 18x24; subscription \$3; established 1869; Ellen F. Goodall, editor and publisher. Office, Union Stock Yards.

**Circulation:** In 1895, F. In 1896, F. In 1897, F. Actual average for 1898, 12,606. In 1899, yF. In 1900, yF. In 1901, yF. In

## ILLINOIS—Chicago.


1902, yF. In 1903, yF. In 1904, yG. In 1905, yG.


**SVORNOST;** every morning, **DUCH CASU,** Sundays, and **AMERICAN,** semi-weekly, Wednesdays and Saturdays; Bohemian; Independent; daily eight to sixteen pages 18x23, Sunday sixteen pages 18x14, semi-weekly sixteen pages 10x12; subscription—daily \$7, Sunday \$2, semi weekly \$2.50; established—daily and semi-weekly 1874, Sunday 1877; Aug. Geringer, editor and publisher. Office, 150 W. Twelfth street (12-4). **Circulation—Daily:** In 1895, publisher asserts, smallest 5,800. In 1896, G. Actual average for the first six months of 1897, 16,514. In 1898, yF. In 1899, yG. In 1900, yG. In 1901, "ZL." In 1902, Z (3). In 1904, F. Actual average for 1903, 27,689 (bb). **Sunday:** In 1895, publisher asserts, smallest 8,100. In 1896, F. Actual average for the first six months of 1897, 18,665. In 1898, yE. In 1899, yF. In 1900, yG. In 1901, yI. In 1902, (Z-3) I. In 1903, yF. In 1904, F.

**Semi-Weekly:** In 1895, publisher asserts, smallest 29,800. In 1896, C. Actual average for the first six months of 1897, 30,729. In 1898, yD. In 1899, yE. In 1900, yF. In 1901, yG. In 1902, yH. In 1903, yH. In 1904, E. In 1905, yE.

**TRIBUNE;** every morning; republican; daily twelve to twenty-four, Saturday sixteen, Sunday forty-eight to seventy-two pages 18x24; subscription—daily \$4, Sunday \$2.50; established 1840; Robert W. Patterson, editor; Tribune Company, publishers. Office, corner Madison and Dearborn streets (12-4).

**Circulation—Daily:** Accorded A from 1893 to 1895. In 1896, A. In 1897, A. Y. In 1898, A. In 1899, A. Y. In 1900, December, publisher asserts that during the past year the Tribune has not circulated, daily or Sunday, less than 75,000 copies any day.

 In 1901, yA. In 1902, yA. In 1903, yA. In 1904, (Z-5) A. Actual average for 1905, 153,550 (C.O.). **Sunday:** Actual average for 1905, 233,287.

 The absolute correctness of the latest circulation rating accorded the Tribune is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## SEMI-WEEKLY.

**HLASATEL;** semi-weekly, Tuesdays and Fridays; Bohemian; labor; eight pages 18x24; subscription \$2; established 1891; Spolek Denni Hlasatel, editors and publishers. Office, 657 Eighteenth street, cor. Ashland avenue.

**Circulation:** "ZL." **JEWISH PROGRESS;** semi-weekly, Tuesdays and Fridays; Independent; four pages 15x22; subscription \$1.50; established 1868; Julius Liebling, editor; J. Liebling & Sons, publishers. Office, 429 S. Union street (2-5).

**Circulation:** In 1904, (Z-4, 5) H. In 1905, yH.

**KATOLIK;** semi-weekly, Tuesdays and Fridays; Bohemian; roman catholic; eight pages 18x24; subscription \$2; established 1894; Rev. P. Valentin, editor; Bohemian Benedictine Order of Chicago, publishers. Office, 464 W. Eighteenth street (2-3).

**Circulation:** In 1898, "ZL." In 1899, zI. Actual average for a year ending with September, 1901, 5,537. In 1902, yG. In 1903, yH. In 1904, (Z-4) H (C.O.). In 1905, yH. Actual average for 1901, 6,530; for 1905, 7,268.

## WEEKLY.

**ADVANCE;** Thursdays; congregational;

# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

## WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

## GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905, Daily \$8,599 (◎◎). Sunday 48,781. Wg, 94, 107, 925.*

## ILLINOIS.

CHICAGO INLAND PRINTER. Actual average circulation for 1905, 15,866 (◎◎).

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more circ'd ads than all others in its line.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOOT AND SHOE RECORDER, Boston (◎◎). greatest trade paper; circulation universal.

BOSTON PILCT (◎◎). every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎). established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. The medium through which to reach textile mills using 1,885,000 horse power.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎). Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

NEW YORK TIMES (◎◎). Largest high-class circulation.

BROOKLYN EAGLE (◎◎) IS THE advertising medium of Brooklyn.

ENGINEERING NEWS (◎◎).—A periodical of the highest character.—*Times, Troy.*

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎). established 1855. The recognized authority in its representative fields.

ELECTRICAL REVIEW (◎◎) covers the field Read and studied by thousands. Oldest, oldest electrical weekly.

HARDWARE DEALERS' MAGAZINE.

*In 1905, average issue, 19,020 (◎◎).*

D. T. MALLETT, Pub., 253 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers to be 30,389 average weekly from January 6th to March 3d, 1906.

## VOGUE (◎◎)

is a

GOLD MARK PAPER.

*Printers' Ink* recently credited VOGUE with carrying more advertising than any other of the leading weeklies.

A sample copy of VOGUE will be mailed to any one who will cut out this advertisement and send it to VOGUE with name and address. We want you to study this paper, which is the leader among fashion publications. There is a reason why VOGUE carries its quantity of advertising. Send for a sample copy and see why.

VOGUE,

11-13-15 East 44th St., New York.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great-influential-of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

## PENNSYLVANIA.

THE CARRIAGE MONTHLY, Phila. (◎◎). Technical journal; 40 years; leading rep've magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 106,690; Sunday average April, 1906, 156,284.

## THE PITTSBURG

### (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservative, enterprising newspaper without a single rival.

## SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (☉☉), Charleston, S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

**TENNESSEE.**

THE TRADESMAN (☉☉) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

**VIRGINIA.**

THE NORFOLK LANDMARK (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

**WASHINGTON.**

THE POST INTELLIGENCER (☉☉). Only morning paper in Seattle. Oldest in State. A p-per read and respected by all classes.

**WISCONSIN.**

THE MILWAUKEE EVENING WISCONSIN (☉☉), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

**CANADA.**

THE HALIFAX HERALD (☉☉) and the EVENING MAIL. Circulation 15,558, flat rate.

**A GOOD RAILROAD BOOKLET.**

Barring the illustrations, the little booklet entitled "Vacation Estimates," issued by the passenger department of the Denver & Rio Grande System, is an excellent bit of advertising literature. The booklet is designed to show "what an outing will cost in Colorado this summer, and contains a description of a number of attractive tours, each supplemented with a table showing railroad fares, hotel charges, incidental expenses, etc. "This little book (says the preface) has been designed for the purpose of giving the vacation-seeker some idea of the ground that can be covered and the sights to be seen in the Rocky Mountain region by payment of various amounts from \$10 upwards, the object being to assist in planning the vacation in advance, thus minimizing the chances of worry and disappointment. Consult the book and then decide upon the amount you wish to pay for your vacation, or, decide upon the expenditure and then refer to the following pages for information in regard to the trip. The estimates shown under 'No. 1' include room and board at the higher priced hotels. Under 'No. 2' the estimates are based on prices at less expensive hotels. It should be understood that all figures, excepting railroad fares, are approximate, although in no case will the cost vary greatly from the amount given. The railroad fares given are special rates in effect daily throughout the season—May 15th to October 31st. It should be remembered, however, that at frequent intervals still lower rates are made on account of conventions, excursions, etc., of which you can take advantage and thus materially reduce your expenses. Some of the special rates which have already been arranged are shown on page 35 of this publication."

In addition to the list of conventions and excursions to which reference is made the booklet contains a list of ticket agents and a page announcement of "a novelty in railway passenger equipment"—namely, open cars "giving a free and unobstructed view of the

grand scenery of the Rocky Mountains."

A single one of the forty pages of which the booklet consists will serve to indicate how the various tours are described:

**COLORADO SPRINGS AND MANITOU—PIKE'S PEAK REGION.**

These popular resorts are so close to each other, both as to distance and interests, that we include them under the same heading. Colorado Springs is 75 miles from Denver, while Manitou is 5 miles farther west, at the foot of Pike's Peak. The two points are connected by a branch of the Denver & Rio Grande Railroad and by an electric street-car line. Among the many sight places in this vicinity are the Garden of the Gods, Glen Eyrie, Williams' Canon, Cave of the Winds, Monument Park, Pike's Peak Trail and Summit, Ute Pass and Rainbow Falls, Manitou Grand Caverns, Cheyenne Canon and Seven Falls, while the iron and soda Springs at Manitou constantly afford refreshment for the tourist. Lovers of golf will find first-class links at Colorado Springs. The trip from Manitou to the summit of Pike's Peak, over the famous cog road, can be made at a cost of \$5.

**ESTIMATES.**

	No. 1	No. 2
One ticket, Denver to Colorado Springs and return, good ten days .....	\$ 4.50	\$ 4.50
Hotel, seven days.....	21.00	14.00
Carriage drives.....	4.00	2.00
Total.....	\$29.50	\$20.50

Reference has already been made to the illustrations. They are not bad pictures of their kind and would do very well for a newspaper advertisement, but in a booklet printed in two colors on a good quality of paper it is poor economy to use a sketchy crayon and ink drawing instead of a half-tone reproduction of a photograph, especially when one can show such scenes as the country traversed by the Denver & Rio Grande Railroad affords.

A LITTLE booklet of facts about Lowell, Mass., its industries, retail houses, history, growth, etc., is issued for local and other distribution by F. D. Munn & Son, the leading retail grocers of that city. An excellent piece of literature, indicating public spirit. The Manufacturers, Jobbers and Bankers' Association of Charleston, S. C., issue a municipal booklet of about the same dimensions, giving pertinent information, but so wretchedly printed that it is difficult to associate it with the dignity of a city of Charleston's importance.

EVERY dollar you put into making a piece of printing must carry something for brains. You may call it superintendence or oversight or just plain carefulness, but the cost of it must be there.—Booklet from Corday & Gross, Cleveland.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

## COLORADO.

THE Denver Post, Sunday edition, April 15, 1906, contained 5,036 different classified ads, a total of 112 910 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (☉ ☉), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

## GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

## ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

## INDIANA.

THE Indianapolis NEWS during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

## IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER: only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

## MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1906, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

## MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 13,500; 1c. word; 5c. subsection.

## MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in April, 1906, 639 lines. Individual advertisements, 35,706.

Circulation, 1903, 57,039; 1904, 64,384; 1905, 67,588. First four months 1906, 69,776. The average Sunday circulation for April, 71,557.

## MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA.

THE Anaconda STANDARD is Montana's great "Want-ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,888.

## NEBRASKA.

LINCOLN JOURNAL and NEWS. Daily average 1905, 27,092, guaranteed. Cent a word.

## NEW JERSEY.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent a word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL. Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS. Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,900.

THE WATERTOWN TIMES prints more classified advertisements than all the other newspapers in Northern New York together.

**BUFFALO NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words a line. Sample copies, ten cents.

**NORTH DAKOTA**

**GRAND FORKS HERALD**. Circ. Mar. '06, 7,184. Examination by A. A. A. June '06. Biggest Daily in N. D. La Coste & Maxwell, N. Y. Rep's.

**OHIO.**

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium, 10¢ per word. Largest circulation.

**OKLAHOMA.**

**THE OKLAHOMAN**, Okla. City, 12,661. Publishes more Wants than any four Okla. competitors.

**OREGON.**

**PORTLAND JOURNAL**, Daily and Sunday leads in "Want ads," as well as in circulation, in Portland and in Oregon.

**PENNSYLVANIA.**

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN  
THE PHILADELPHIA BULLETIN?  
Want Ads. In THE BULLETIN bring prompt returns, because "in Philadelphia nearly everybody reads THE BULLETIN."  
Net daily average circulation for April, 1906:  
233,531 copies per day.  
(See Roll of Honor column.)

**German People**

have confidence in a paper printed in their native tongue.

The **GERMAN DAILY GAZETTE** has the confidence of 350,000 Germans in Philadelphia.

**RHODE ISLAND.**

**THE EVENING BULLETIN**—By far the largest circulation and the best Want medium in R. I.

**SOUTH CAROLINA.**

**THE NEWS AND COURIER** (©©), Charleston, S. C. Great Southern Want ad medium; 10¢ a word; minimum rate, 25¢.

**THE Columbia STATE** (©©) carries more Want ads than any other S. C. newspaper.

**BRITISH COLUMBIA.**

**VICTORIA COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

**CANADA.**

**THE Halifax HERALD** (©©) and the **Halt—Nova Scotia's** recognized Want ad mediums.

**THE CHARLOTTETOWN GUARDIAN**, Prince Edw. Island's classified medium; 1/4¢ word; 2¢ week.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,325. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELEGRAPH**, St. John, N. B. is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**ADVERTISING THE CLASSIFIED.**

People ought to be taught to advertise everything that they do not wish to use themselves, that may be of advantage to others. Printers frequently have presses or other machinery and even partly-worn types, which, by reason of the growth and demands of business, they wish to discard, yet that would be just what other printers could use to profit. The same holds often with regard to household goods, instruments of music, carriages, etc., etc. It is up to every newspaper publisher to study these opportunities for profitable advertising service to members of his own community, the citizens of his own city, county or State, and then, by articles in the paper, by circulars and personal solicitation to educate his readers in all these uses and profits of publicity. The teaching, in a general way, of the value of advertising, is an important branch of newspaper work, and in this work the end may be reached by clipping and reprinting short, pithy paragraphs thereon, from exchanges and technical or trade journals. The statements in such clippings come with all the weight of the opinions of experienced specialists or disinterested outsiders, of those of expert knowledge or special study.—*National Printer-Journalist.*

**A PLEASURE PERIODICAL.**

*Pleasures Passed Along* is the title of a little handbook published every six weeks or so by the Biblot Brothers, 44 Pine street, New York. A year ago it started as a list of odd restaurants in New York. Now it has grown, and includes other odd pleasures, such as out-of-the-way trips about town and into the country, odd theaters, odd businesses, etc. No amount of money, it is asserted, will buy a place in this book for a restaurant or business that the editors do not see fit to list in its reading pages, but any business may use the advertising pages.

No woman believes that her husband is appreciated by the firm he works for.—*Agricultural Advertising.*

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING  
COMPANY, Publishers.

**Issued every Wednesday.** Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES :

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

CHARLES J. ZINGG,  
Editor and Manager.

OFFICES : No. 10 SPRUCE ST.  
London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 6, 1906.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

THE Ironmonger Advertising Agency, New York, has moved to 3 Park Row from its former offices in the Park Row Building.

ALF. W. BREUNINGER, the Philadelphia advertising writer, is to open an office in St. Louis, which he will take charge of in person. His Philadelphia office will be maintained also.

THE newspapers of Indiana, through their editorial associations, are preparing to establish an advertising bureau that will take care of their interests in the foreign fields, and a uniform rate on such business is to be made.

THE number of perfect copies printed is the only and the real index to circulation, or its value for advertising. What becomes of the output has a bearing on the quality of circulation.

ON and after June 1st the Philadelphia *Inquirer* makes the rate on "Magazine" advertising twenty-five cents per line, subject to the regular discount. This will not affect the advertising of new books, which will be accepted at the old rate of fifteen cents per line daily and twenty-five cents per line Sunday.

DWIGHT N. BOWLES and Joseph D. Byrne, late with the New York *Daily News*, have bought the *Morning Telegraph*, of Hartford, Conn., and will enlarge and modernize the paper, putting in new mechanical equipment. Mr. Bowles is a brother of Samuel Bowles, publisher of the Springfield (Mass.) *Republican*.

BUFFALO has a population over 400,000. It is the great commercial center of the Niagara frontier counties and a rich rural section. It is second only to New York City in population and importance in the Empire State. This is a desirable field for any manufacturer, and to successfully market any product it must be advertised.

ADVERTISERS who want to make money in New England always start with the Boston *Globe*. The *Globe*, daily and Sunday, has steadily asserted its leadership as the best medium for advertising in New England. It requires no argument to maintain this claim; it does not ever have to be mentioned to shrewd advertisers. The *Globe* is edited along lines that have brought it into the position of the favorite paper of the buying classes. It has a very large suburban and country circulation, and pays such attention to the local news of all the territory contributory to Boston which makes it the home paper of New England.—*Newspaperdom*.

WILLIAM FRANCIS FAHEY, for several years a member of the Boston *Globe's* advertising staff, died recently in that city, aged 31, of Bright's disease.

THE Waterloo, Ia., daily *Reporter* was ten years old on May 23. The average circulation for 1905 was 3,524. The *Reporter* is entitled to a place on the Roll of Honor.

MR. WHITTAKER, publisher of the Jackson, Mich., *Patriot*, says his morning-paper is making notable forward strides in circulation. The *Patriot* is one of the early joiners of the Roll of Honor.

CHICAGO is considering a new billboard ordinance which limits the height of boards on buildings to eight feet, and those on the surface to twelve feet; all existing boards to be cut down to meet these dimensions within sixty days after the ordinance is passed. The measure comes up for consideration this week.

#### KANSAS CITY AD CLUB.

At the fourth weekly luncheon of the Kansas City Ad Club, held at the Densmore Hotel, May 25th, twelve new applicants were voted in as active members, bringing the present membership up to 150.

The club is a great success from every standpoint. From 75 to 100 people are in regular attendance at the weekly noon-day luncheons, and arrangements have been completed for securing permanent headquarters, and the club expects to be "at home" in less than two weeks. At the last weekly luncheon an amendment was made to the constitution and by-laws making the initiation \$10, with quarterly dues of \$3.

The organization of the Kansas City Advertising Club was taken up and carried to a successful conclusion by Ernest F. Gardner, editor of the *Western Monthly*. The club has been in existence but little more than three months.

#### BETTER PRINTING.

Yes, your printer is a good printer—the woods are full of good printers nowadays.

But every now and then your complacency is ruffled by the appearance in your mail of a piece of printed matter whose dignified simplicity or artistic treatment, or unique arrangement, makes your good printing look poor and cheap.

Then you realize that there is so much good printing being done that most of it is thrown away without reading, and that there is something to be had which is above and beyond and better than good printing.

\* \* \*

We add to every possible printing facility the thought, time, labor and artistic touch which result in Better Printing—better than you are using—better than your competitors are using.

And these are the features that attract attention and bring results.

Write us about the job you have in mind now.

Address me personally,

JOSEPH GRAY KITCHELL,  
President,

THE ETHRIDGE-KENNEDY  
COMPANY,

Hartford, Building,

41 Union Square,

Telephones 4847-8 Gramercy,  
New York City.



INDEPENDENCE HALL and the Philadelphia *Ledger* (☉) are asserted to be Philadelphia landmarks.

PROVIDENCE is to have a new morning paper, although no official announcement has as yet been made. It has been given out that the *Providence Morning Tribune* will be issued about the 1st of July.

It is said that the first newspaper to resume printing at San Francisco with its own type, in its own plant, was a Japanese daily, the *New World*, which has set up a new plant at 574 Seventh street, Oakland.

#### GOOD REAL ESTATE CATALOGUE.

A catalogue of "Nevada Lands," issued for following up advertising by J. A. Bonham & Son, Reno, Nevada, describes succinctly a number of investments in farm lands, stock ranches and suburban property in that vicinity, and is supplemented with brief information about the State generally and its various towns. As a piece of inexpensive, convincing literature it is commendable, especially in its conservative tone.

IN its issue of May 23d PRINTERS' INK unintentionally omitted the St. Paul *Pioneer Press* from a list of Minnesota papers which have secured the Star Guarantee from Rowell's American Newspaper Directory. The *Pioneer Press* is a member in good standing of the Star Galaxy, and will remain so as long as annual detailed statements of copies printed are furnished the Directory. This is one of the strongest arguments which can be brought forth for the Star Guarantee; it does not wear out or need renewing; it is always the same potent and convincing force for honesty. So long as the publisher who possesses the Star does his share, he need have no fear of being reduced to the ranks. The Star Guarantee is a perpetual endorsement for a publisher's honesty.

#### FRENCH DAILY.

The *Boulevardier New-Yorkais* is a new French daily, sold at two cents a copy, which has been published since April 4 at 15 West 18th street. Prof. Jean Jullien is editor and publisher, and the sheet of four pages, printed on pink paper, has a prosperous appearance. It is designed to reach New York's French colony.

THE Evans Vacuum Cap Co., well-known in the magazines, has organized in London. Jordan & Sons register this corporate name there, with capital of \$100,000. and are to acquire from W. M. Everett and J. D. Hanbury the right to this invention. The directors are W. M. Everett, J. D. Hanbury and R. C. de Manin. Offices in Regent House, Regent street.

#### LARGE ACCOUNTS OF A LARGE AGENCY.

Chicago has the largest biscuit company, Elgin the largest watch company, Scranton the largest correspondence school, St. Louis the largest hardware house, Pittsburgh the largest preserving kitchen, New York the largest life insurance company, South Framingham, Mass., the largest tag makers, Troy the largest shirt and collar house. Here are eight greatly dissimilar enterprises, located in eight widely separated cities, all of which have found it to their advantage to place their advertising with us in Philadelphia. The thoughtful business man will conclude from these facts: that a good business is not a matter of location; that an advertising opportunity does not depend entirely upon the line of business in which one may be engaged; and that an advertising agency with such a clientele as this must have something out of the ordinary in the way of advertising service to offer which, at least, is worth investigating.—*Advertisement of N. W. Ayer & Son, Philadelphia, in Chicago Record-Herald.*

*Vick's Magazine*, of Rochester, has absorbed *Home and Flowers*, until lately published at West Grove, Pa.

### GOOD DEVICE.

Upon moving recently to 34-36 West 32d street, New York, the Grand Rapids Furniture Company sent its customers a folder upon which a section of the map of that part of town was engraved, with the new store plainly indicated. This pictorial announcement of a removal enlivened what is usually a perfunctory piece of advertising literature. The novelty bears the imprint of the Cheltenham Press.

### NOVEL ELECTRIC ADVERTISING.

A novel idea in incandescent advertising is being put into effect by A. Carter & Co., 107a Strand, London. A location at the top of a building at the corner of Coventry street and Leicester Square, in the British metropolis, faces Piccadilly Circus, with its night crowds, said to be one of the most populous after-dark thoroughfares in the world. An electric sign with changing letters, 100 feet long and four feet high, will be erected, and contracts taken for flashing advertising phrases, each appearing about eight times an hour from dusk to midnight. The projectors believe that this is the largest electric advertisement in the world. Its 850 lamps, however, fall short of the number in the huge Butterick sign in New York, which has 1,134, with letters fifty feet high.

### THE PERPETUAL CANDIDATE.

Mr. Hearst defends the patent medicine people, as should be expected. He (or Mr. Brisbane for him) repeats the stereotyped and ready-made arguments of the Proprietary Association. "If," says Mr. Hearst's paper, in its attempt to distract the issue, put the medical profession and the

patent nostrum business on an equal footing, and thus save half a million dollars annually to the Hearst counting-rooms—"if any man, for instance, encourages mothers to give harmful drugs to babies, making the mothers think the medicine harmless, such a man should go to jail for 'life.' Our readers are invited, with that sentence in their minds, to read the advertisements in any one of the papers owned by Mr. Hearst, and see what the man who prints those advertisements "encourages" men and women to do, and what it "makes them think." As Mr. Hearst is a perpetual candidate for office, whether it be Mayor, Governor, or President, his mind and character are a topic of interest, and we are in a leisurely way preparing ourselves to expound somewhat later the role and nature of the man, as far as they bear upon his public functions. The most fertile material for a just estimate is to be found in his conduct of a business to which he has devoted his mind and heart for years. At present we are speaking of the issues which we happened to notice on two days only. Mr. Hearst's morning and evening papers in New York for April 24 raked up an old picture of San Francisco, cut off from the plate the words showing it was taken in 1900, had smoke painted above it, and printed under it: "This remarkable picture, which was taken Wednesday afternoon, gives a most vivid idea of the extent of the great fire." As Governor, Mayor, or President, would Mr. Hearst show the same honor, veracity, and high ideals that he shows as editor, or would he not? Mr. Hearst (or Mr. Brisbane) is able to explain why he publishes gambling tips while attacking gambling; he is able to explain why the doctors are the real villains, not the Proprietary Association of America; and no doubt he can explain this San Francisco item. As Governor or President he would doubtless find somebody to explain his doings with equal fluency.—*Collier's Weekly*.

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COLONEL W. F. SWITZLER, said to be the oldest newspaper editor in the United States, died May 24 at his home in Columbia, Mo. In 1843 he established the *Missouri Statesman* in that place, and for more than sixty years, until his retirement two years ago, was its editor.

### SOUTHERN PUBLISHERS.

S. S. Rogers, of the Chicago *Daily News*, addressed the convention of the Southern Newspaper Publishers' Association, at Montgomery, Ala., May 15-16. The flat rate was also discussed, and St. Elmo Massengale, the Atlanta advertising agent, spoke on municipal advertising. These officers were elected:

President, Frank P. Glass, *Montgomery Advertiser*; vice-president, E. M. Foster, *Nashville Banner*; secretary-treasurer, V. H. Hanson, *Montgomery Advertiser*. Executive committee, J. C. Hemphill, *Charleston News and Courier*; Rufus N. Rhodes, *Birmingham News*; T. T. Stockton, *Jacksonville Times-Union*; G. F. Milton, *Knoxville Sentinel*; James R. Gray, *Atlanta Journal*; M. K. Deuseron, *Lynchburg News*.

### A SQUARE DEAL.

The publisher of Des Moines, Ia., *Capital* sends out the following circular card to advertisers:

The *Capital* has but one rate to all advertisers, and treats all advertisers in the same manner and squarely. It frequently comes to us that we lose business because the other papers make concessions with respect to their rates. We urge you not to be misled by newspapers which are granting you concessions. In that kind of a newspaper, you never know when you have reached the bottom. You may think you are favored but your neighbor is probably nearer the bottom than you are.

The advertising department of any newspaper is only conducted rightly when the rate is the same to everybody under the same conditions. When a newspaper offers you a cheap rate, you can easily bank on it that it is a cheap newspaper and is conscious of its own weakness and probably has a smaller circulation than it is generally credited with.

The *Capital* wants all the advertising that its circulation deserves and expects to charge a fair price for the same. At present the *Capital* knows that it has much the largest circulation in the city of Des Moines and knows that commensurate with that circulation its rate is the lowest.

If you want the most for your money, advertise in the *Capital*.

The newspapers do not make the best of their opportunities. They are like farmers who, with the advantage of rich soil, are content to employ wasteful and unscientific methods of cultivation. Magazines thrive, because they are energetic and untiring in the pursuit of business.—*William Borsodi*.

### NOTES OF THE COAST.

OAKLAND, Cal., May 22, 1906.

Publishing under difficulties is the order of the day here now, but the publications are getting out.

The monthlies had the best end of the business; they had the full month to get around in and are in shape and ready.

The *Evening Post* has not resumed as yet but will do so shortly. The *Post* was entirely cleaned out like all its brothers.

The weeklies are coming out regularly now though they all missed from two to three editions. They are not as fat as they were before the "Big Shake."

The *Oakland Herald* is yet printing the *San Francisco Chronicle*, and the Chinese daily and also a couple of the weeklies and monthlies, making a busy plant.

The *San Francisco Bulletin* is now in its own building, in San Francisco. It is a temporary one and later the paper proposes to have the best building in the city.

The *Los Angeles Times* of May 20 had over 500 columns of advertising. This was more than double what its nearest competitor had. The *Times* gets out the biggest paper in the world.

The *Oakland Herald* entertained its employees with a barbecue on Sunday, May 20, at San Leandro. General Manager Worcester was presented by all the boys with a bronze tablet.

*Town Talk*, the sprightly society weekly of San Francisco is now coming out regularly in good shape, and with a goodly display of advertising.

The *Boston Globe* put a no-limit order on its matter from the Coast and so received a first-class story each day and made a good showing.

The *Sunset Magazine* has new headquarters with the Pacific Publishing Co., and will have its June number out on time.

All the San Francisco dailies are going to rebuild.

JAMES SHIELDS MURPHY.

THE Postal Congress at Rome has increased the weight of foreign letters from a half-ounce to one ounce. The next congress is to be held in Madrid.

THE Montgomery, Ala., *Journal* has just installed a new Hoe perfecting press with the capacity of 20,000 papers per hour. This press will print either 4, 8, 10, 12, or 16 pages. The publishers of this paper state that this press has been installed to meet the demand of its growing subscription list, which now averages 10,000 papers daily.

## SAN FRANCISCO TRADE NEWS.

*Men's Wear* issued with its May 9 number an interesting supplement devoted to San Francisco, reporting for the clothing and kindred trades news of business houses in that city, with their plans for the future. L. E. Fairchild, head of the company that publishes *Men's Wear*, the Chicago *Apparel Gazette* and New York *Daily Trade Record*, covered San Francisco personally, and his letter was illustrated with ten pages of photographs taken on the spot.

# Pony Outfits for Boys

What boy has not dreamed of owning a Shetland pony rig? *Heretofore*, when wide-awake, you may not have dared to expect your pony dream to come true; but *now*, any boy may cherish a lively hope of having a real tony pony outfit, if he sells

**The Saturday Evening Post**



## A BLOODED SHETLAND PONY

In June and July we are going to give a Shetland pony *each month*, with cart and harness complete, to one boy who sells the magazine, entirely without cost to him. You can have one of them.

Each pony, guaranteed to be well broken and safe for a boy to drive, is yet full of life and a good traveler. Both cart and harness will be made especially to fit your pony by the Michigan Suggy Company. The outfit is worth \$150.00.

## Boys! Earn a Pony Outfit Now

Any boy who sells the magazine may receive a Shetland pony. The offer especially favors boys starting work now. If you want a pony write at once; ask us to send you details, together with ten free copies of the next issue of the magazine. The copies will be mailed to you entirely without charge. These you can sell at five cents each and thus provide the money for the following week's supply at the wholesale price.

Full information will go with the magazines, including an eight-page booklet telling all about the Pony outfit, and another booklet "Boys Who Make Money," giving clever plans of some successful boy agents.

Write to-day.

**\$250.00 in Cash as extra prizes for boys who do good work next month.**

THE CURTIS PUBLISHING COMPANY, 536 Arch St., Philadelphia, Pa.

NOVEL AND TEMPTING,

## A STREET-CAR MAGAZINE.

Street-car advertising has an interesting organ in the *S. R. A. Quarterly*, published by the Street Railways Advertising Company, New York. Issued in April, July, October and January, it compares this medium with other varieties of publicity, and deals also with methods.

## AD GOLF IN CHICAGO.

Chicago advertising men who golf recently met and organized a club that will be devoted to this game. The membership is to embrace advertising men of six months' or more standing, and a tournament will be played some time in July on the links of the Exmoor Country Club. Officers elected were:

President, C. E. Davis, of A. M. Rothschild & Co.; vice-presidents, John Francis, of the Chicago, Burlington and Quincy Railroad, and C. H. Stoddard, Western representative of *Munsey's Magazine*; secretary, W. M. Jones, of Clague-Hoyt-John Company; treasurer, W. T. Davis, of Nelson, Chesman & Co. Directors, A. L. Thomas, J. C. Eastman, C. H. Brampton, E. B. Merritt, J. L. Stack, John Glass, M. B. Hilly, Ernest Preston and R. R. Whitman.

POSTER VALUE OF  
"COLLIER'S."

*Collier's* is sending out a series of folders calling attention to the poster value of its color pages, which are used once, twice and even oftener a year by advertisers who have found out their usefulness. Among the advertisers who have used these full color pages lately are:

One page—American Radiator Co., Atkins' Saws, Arco Paint, Colgate Shaving Stick, Deauville Automobile, Egg-O-See, President Suspender, Fox Typewriter, Prophylactic Tooth Brush, Gillette Safety Razor, Comfort Swing Chair, Mennen's Talcum, Garland Stoves and Ranges, Kalamazoo Stoves, Libby Food Products, Hoosier Kitchen Cabinet, Horlick's Malted Milk, Patton's Sun Proof Paints, Peerless Motor Car, Pacific Mail Steamship Co., Pompeian Massage Cream, Reo Motor Car, Regal Shoe, Arnica Tooth Soap, Victor Talking Machines, Bohn Syphon Refrigerator.

Two pages—Brooks System of Boat Building, Coca-Cola, American Gentleman Shoe.

Three pages—Van Bibber Tobacco, Murad Cigarettes, Shredded Wheat, Oldsmobile, Williams' Shaving Stick.

Four pages—Eastman Kodak, Franklin Motor Car.

Six pages—Cream of Wheat.

Nine pages—American Cereal Co.

NOT OF THE USUAL  
STANDARD.

NEW YORK, May 31, 1906.

Editor of PRINTERS' INK:

One of the most interesting things in your excellent issue of May 30 is a letter on page 21 anonymously signed "An Ad School Pupil," and relating to the criticism of a Cook's Champagne advertisement in your May 23 number.

If the pupil had signed himself in any other way he would nevertheless have revealed himself as an ad school man, as his methods of thought and reasoning are typical of that class, as it has been my painful lot to observe.

No one else could have arrived at the strange conclusion that the criticism of an illustration was the criticism of a piece of copy, or that suggestions for the improvement of an illustration necessarily included the unqualified damnation of the copy which accompanied it.

The "Pupil" evidently read the heading "Commercial Art Criticism," for he quotes it, but it does not appear that he understands it, and if he read the criticism of the Cook advertisement at all it is remarkable indeed that he did not notice that no mention of the copy was made. It appears that the phrase "Nothing Quite Like It," which forms a part of the illustration offered as a substitute for the one criticised has confused the "Pupil," but probably everybody but the pupils understood that the white space left in the illustration was intended for the insertion of the copy used in the original ad, or any other copy the advertiser might wish to use. Later on in his ad school course the "Pupil" will, perhaps, learn the nature and uses of a mortise for type.

It is curious that in so short a letter the "Pupil" is able to make two obvious misstatements; one being that certain copy was suggested in place of that used in the Cook advertisement and the other that the wording was criticised at all.

It seems characteristic of ad school pupils and graduates to ignore the broad road to essential facts, which lies straight before them, and go cavorting aimlessly but noisily down lanes and by-ways that lead to nowhere.

This particular pupil will do well to study his PRINTERS' INK more carefully and beware lest the ad school habit of scrambled cerebration become too firmly fixed upon him. There is hope for him, for his letter to the "Little Schoolmaster" is redeemed and illumined by one shining fact—he believes that Cook's Imperial is the best Champagne there is.

Very truly yours,

GEORGE FURBER.

Treasurer, The Ethridge-Kennedy Co.

Nevertheless, it has been asserted that the Commercial Art Department of late is not up to its usual standard.



## BIG PLANS TO ADVERTISE ELECTRICITY.

The persistent but scattered advertising that has been done by electrical companies the past few years, chiefly to sell current from central stations for lighting and power purposes, now promises to develop into a combined effort for electrical publicity that will be far-reaching in its effects. At the last convention of the National Electric Light Association, in Denver, June, 1905, a committee was appointed to discuss methods of combination, and has made decided progress. Now a report on the matter by J. Robert Crouse, New York City, a booklet of forty-five pages entitled "Profitable Co-operation," gives an outline of what might be attempted in this field.

Over \$135,000,000 worth of electric current was bought of central stations throughout the country in 1905. More than half of this represented incandescent lighting, nearly a third arc lighting, and the rest power for motors, heating, etc. Stations having an advertising appropriation are few, and two-thirds of their money goes into canvassing, the other third for advertising. It is estimated that a two or three per cent appropriation could be made by each central station, giving a combined publicity appropriation of from \$2,700,000 to \$4,000,000. Out of 100 large plants approached, 79 have signified a favorable attitude to such promotion. If such an appropriation were made it would be used to advertise electric current generally, and to maintain a central service that would put at the disposal of every electrical company all the advertising ideas developed by individual corporations. The industry has marked non-competitive factors that make the latter possible.

Mr. Crouse says the electrical industry is under-advertised. It is estimated that the population of the United States that might use central station service for power, lighting or heat, is fully 33,000,000.

The electrical companies have in most cases been content to let current sell itself. With co-operative advertising, it is proposed to use popular magazines and other periodicals for advertising widely the advantages of electric service. Several advertising agencies are said to be working on this and other details. A quarterly magazine is another part of the plan. This will deal with methods of advertising current and soliciting new business. A quarterly bulletin will give specimen ads used by electric companies, descriptions of advertising methods, and popular electrical articles and pictures for use in Sunday papers. The electrical trade papers will be supplied with articles on business-getting, and a national electrical press bureau will furnish popular articles on electric service to newspapers and magazines, especially such articles as will counteract misunderstandings with regard thereto and show new uses of electricity. Electric appliances are now of importance in medicine, and 200,000 physicians, dentists, pharmacists, etc., can be reached through the professional press. Another important group in electrical promotion is that of architects, builders and realty men, nearly 90,000. In fact, the application of current to power, heating and lighting is infinite, and the proposed advertising movement would include literature and trade journal advertising to reach nearly 2,000,000 persons in manufacturing and other industries. Among the logical customers for electric current in some form are mentioned barbers, jewelers, laundries, hotels, bakers, confectioners, newspapers, printers, tailors, grocers, banks, etc. each line of which has been investigated statistically by the committee. In the report drawn up by Mr. Crouse one is impressed by the thorough canvass that has been made of the field, and it seems reasonable to look for further developments.

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"THERE is power in persistence."

## SHOP SHOTS.

*By Frank Farrington.*

Do you accomplish things with the energy that you expend, or do you fritter it away in just putting around? That is where the difference lies between success and failure.

There's a success which comes from the ability to dare to do with all the wiseacres prophesying failure. There's a success which comes from the ability to hearken to advice. A judicious mixture of the two is best.

The measure of the merchant's success fifty years ago was his ability to sell goods. To-day his ability to manage men ranks higher.

Don't tie your business up tight with the red tape of somebody else's system. Make your own rules and your own system from the best of all the others.

If you can make your store necessary to people, you can make it successful. If it is to be like the fifth wheel to a wagon, you might as well save yourself the trouble.

The smaller dealer, himself his own buyer and seller, must needs cultivate all around qualities. Should he possess in addition to these qualities, energy and determination, the way is open for him to become something more than a small dealer.

Don't waste a minute of your valuable time in harping about how the department store or the mail-order man is getting your business away from you. How is he doing it? Get busy yourself.

Bunch your buying. The man who buys a little here and a little there gains the regard of no house and pays the long prices of all.

Unless your financial affairs are under complete control, you are

walking on the brink. Don't keep putting money in faster than you can get it. A small business well controlled is better than a big one that shakes above your head.

It's a wise merchant who knows what each line of goods nets him per year. You need not departmentize to find this out. You can't throw out the dead wood until you know which it is.

A store that's not neat and clean will never be over-run with customers. Nobody wants to trade in a dirty store, no matter what is sold there or how cheaply it is sold.

Do you light your store so that people will remember it as the brightest store in town, or do you use just what light is really necessary and save all you can on the cost?

There will be some stores this summer that will be so cool and comfortable that people who go into them, will hate to go out into the heat again. There will be others that will be stuffy and uncomfortable. Which kind is yours to be?

Do your clerks encourage visitors to look around after making their purchases, or do they sort of hand them along out towards the door as soon as the bill is paid? Keep them looking around—even after their money is all spent. They might come again.

Anyone can work off a storeful of goods. The brains come in in the making of a profit in the operation. Don't be an aimless price slasher, but don't hesitate to make a leader at a low figure when it will count to your advantage.

Make your store show an individuality but do it without making it a freak store. Study your competitor's weak points and excel in them. Push along the line of the least resistance.

## CIRCULATION CONTESTS.

THE CHICAGO "EXAMINER" HAS MADE LARGE GAINS WITH SEVERAL THAT HAVE ORIGINALITY—A LIBRARY CONTEST THAT MAKES SCHOOL CHILDREN SUBSCRIPTION CANVASSERS—VERIFYING CONTEST CIRCULATION—THE NEW "WEEKLY EXAMINER."

Since the Chicago *Examiner* was separated from Hearst's Chicago *American* a year ago, coming into the control of A. M. Lawrence, a large increase has been made in its circulation by means of contests that enlist the aid of readers in securing subscribers. A. H. Messing, business manager of the *Examiner*, is partial to this form of circulation building, and the other day, for the benefit of PRINTERS' INK, he described several of the schemes that have produced the best results.

First was a "street contest," designed to make regular readers. Each day three puzzle pictures were printed, symbolizing some Chicago street, the puzzle feature being genuine and some of the pictures very difficult of solution. Contestants were required to send in the entire series, with solutions, at the end of a period of several weeks, so that it was necessary to read the *Examiner* long enough to become familiar with it. Cash prizes were then awarded to puzzle lists most nearly correct. Many readers took pains to get up their lists in attractive ways, such as neatly pasting the street puzzle coupons into albums, ornamenting them with drawings of their own, sending solutions in verse, and so on. So many oddities of this sort were received, in fact, that special prizes were afterwards awarded for the most attractive solutions.

Next came a school library contest, and this has been a rare circulation maker, according to Mr. Messing. Six libraries worth \$1,000 were put up for competition, three to be given to public schools on the north, south and west sides of Chicago, a fourth to a high school, the fifth to a business

college and a sixth to a private school. Each day a school library ballot was printed in the *Examiner*, to be filled out with the name of a school and sent to the publication office. Within a short time 50,000 school youngsters were working to collect these ballots and cast them for their own institutions. The interest aroused was so great that \$1,000 in additional prizes was then offered to school children as an incentive to canvass for new subscribers and at the same time gain votes for their schools. For each subscriber brought in, with a signed agreement to take the *Examiner* a year, the youngsters were allowed 600 ballots, or 300 for a six months' subscriber and 150 for three months. Subscribers already on the paper's books were not credited, even where they were willing to subscribe again. Children worked all day Saturdays, and on Monday hundreds of new subscribers' names would be turned in. The canvass searched Chicago like a fine-tooth comb. During its height an average of 400 new subscribers a day were added from this source. This was all city circulation, as the school libraries did not interest country readers. Once a week an unnamed day was set apart, to be announced the next week, on which the boy or girl bringing in the largest number of names received a \$10 gold piece. Names brought in by children were by no means taken on faith. Sorted into routes, they were turned over to canvassers employed by the paper, for verification. Some instances of fraud were found, but as a rule the youngsters were honest. But a certain percentage of illiterates and undesirables were naturally included in the canvass, and when a subscriber in one of these classes was found by the canvasser that name would be thrown out. The percentage of these, however, was not large, being about fifteen in each hundred. Attention was also given to the home character of circulation.

A third contest was centered on

the coming baseball season, a season ticket to the grand stand being offered to the reader who named in advance the "line-up" of Chicago's team. The *Examiner* has also made effective use of premiums, such as lamps and dishes, these being given for an agreement to take the paper a year, with an advance payment. These are worked through the paper's own canvassers, the cost of securing subscribers with premiums being about thirty cents each. From 100 to 150 home subscribers a day were added by this plan, and all subscribers brought by premiums were afterwards verified by other canvassers. Mr. Messing states that the *Examiner* can afford to pay about \$1.25 for a home subscriber.

The strength of the *Examiner* lies in the fact that it is the only one-cent morning paper in Chicago, as well as the only morning paper there without a Sunday issue. This makes it possible to deliver it to home readers for twenty-five cents a month, as against the eighty-five cents that is asked for a two cent paper with Sunday issue. The difference between paying out a twenty-five cent piece and breaking a dollar is a financial operation that soon impresses women, who receive the collector each month, so that the *Examiner*, on a price basis, has an obvious advantage over its morning competitors. In a statement made to Rowell's American Newspaper Directory the *Examiner* showed a daily average of 144,806 copies during 1905, and its publisher's confidence in the accuracy of his figures is such that the Guarantee Star has also been applied for and accorded. Mr. Messing said that a net paid circulation in the city of Chicago of 115,000 daily could now be demonstrated to any advertiser who would visit his office. After an examination by the American Advertisers' Association last August a certificate showing 110,000 Chicago city circulation was granted. Under Mr. Lawrence's management there is a

sincere desire at the *Examiner* office to demonstrate circulation in any way that may be asked, even by wards and streets. The paper claims a very large circulation on the south and west sides of Chicago. If the reporter understood Mr. Messing correctly he said the *Examiner* claimed more circulation on the south side than the *Record-Herald* had in the whole city of Chicago, and that on the south and west sides together it claimed more than the city circulation of the *Tribune*. Its circulation had, in fact, reached a point where, if 50,000 more were added in town it would be at a loss, because the competition for local retail advertising in Chicago is so keen among the morning papers that the necessary advance in rates would be a serious handicap. The *Examiner* has been built up against difficulties, it would seem to an outside observer, for although Mr. Lawrence is said to own a majority of its stock, it has the Hearst service and Hearst politics. Yet, simply as a business proposition and an advertising medium, it now seems in a fair way to command a following. The contests have not only added circulation, but have provided an impressive collection of documents that few fair-minded advertisers withstand, once they are induced to visit the office. Mr. Messing took the reporter through the place and showed some of these in the shape of clothes-baskets, packing-cases and trunks filled with ballots, subscription blanks and letters, indicating that a good many thousands of people must take a daily interest in the paper. He added that once an advertiser could be persuaded to visit the office, or even hired at a good salary for the time spent, he went away with a changed opinion of the *Examiner*. In cases where a test advertisement for some special article was run in the *Examiner* alone it had almost invariably demonstrated to Chicago retailers that its readers were also purchasers.

The first number of a weekly issue of the paper appeared April 19. This weekly is called *Hearst's Farm and Home Weekly*, and has been in embryo for more than a year. Many months ago a preliminary announcement was made, and 1,100 subscriptions poured in, with \$700 in cash. Delay compelled postponement, and this money was returned to subscribers. But the demand for a Hearst weekly is said to be so great that the first few months will see an edition of 200,000 copies. The paper is to be novel in several ways. Selling at a dollar a year, it will be national in scope, and designed for country readers who do not want a city daily. The tabloid form of news has been adopted, and also the tabloid size, the thirty-two pages being of about the same dimensions as the *Associated Sunday Magazines*. The Hearst comic features, together with articles by the Hearst writers, put at the disposal of country people a class of matter that has proved extraordinarily popular with city readers all over the country, as well as with farm readers who take a daily paper. General reading will make up the bulk of this weekly, and it is to be developed along mail-order lines so far as advertising is concerned. Smith & Thompson are the New York representatives of both the daily and weekly *Examiner*.

## WOMAN IN ADVERTISING.

### SOME SAMPLES OF INVALID COPY THAT NEEDS HER NURSING.

This is neither apology nor explanation. The time has passed when woman's position in the advertising field had to come with its hat in its hand and its right-to-be on its lips. This is news for those who need it of how much more profitable some advertising copy would be if women wrote it.

"Woman," says the poet, "is not undeveloped man, but diverse,"—as true a word as the necessity for division of labor. Yet, while one advertising agency sends a

man to Cuba to study tobacco before letting him write cigar copy, another sets a bewildered bachelor, who thinks a medallion is always jewelry and every gore a wound, to describing feminine lingerie or corsets.

I know how that bachelor feels—the rule works both ways. One of the first advertisements I had to write was for a safety razor. The nearest neighbor to a safety razor, in my ignorance, was a lawn mower. I therefore wrote that the razor was "smooth running." I don't do that any more, I've been warned not to; but, to this day, I do not quite know why.

By the same token, one of the cleverest masculine writers of advertising copy once made an advertisement for a corset that every woman loves for its pliant comfort. The advertisement represented a heavy iron chain, and proceeded to say that the corset was as strong as that.

But these are extreme cases. I want to make the point that much fairly good copy could be excellent, remunerative, compelling copy, if the writer were a woman instead of a man, if the argument came from one who must inevitably know her subject better and sympathize with her audience.

Here is a typical, sensible, reason-why shirt-waist advertisement, as a man writes it:

#### \$5 SHIRT WAISTS AT \$3.75

A leading maker was closing out his season's business. It paid him to have us take the whole of his remaining supply in one purchase—even at a reduction so great that we can now offer you beautiful, new shirt-waists, at a saving of \$1.25.

The shirt-waists are of excellent materials—lawn or batiste—carefully made, brand-new, and in a very good range of sizes and styles.

\$3.75 each; worth \$5.

The prospective customer reads that advertisement and is probably interested. But, nine times out of ten, she waits to ask these questions of some woman who has been shopping. "Did you see the sale of waists at Blank's? What are they like? Do you think I'd like them? Are the styles new?" or loses her interest for need of such information.

Now, if a woman wrote the same story:

**\$5 SHIRT WAISTS AT \$3.75  
Beautiful New Styles.**

Waists of sheer lawn or batiste, with deftly embroidered fronts and an engaging arrangement of fine tucks and delicate lace insertions, set in obliquely. Short sleeves, exquisitely trimmed. Buttons in back. A general description—but the range of choice is large.

Well made with properly fitting shoulders and waist-line, and full, soft blouse effect. All sizes.

\$3.75 instead of \$5—because we took all that a leading maker had left.

There would be no questions left to ask. That advertisement does not argue, it persuades—which is the way, kind friends, to deal with women.

Gentlemen, did you ever see a general advertisement for dress-shields that was as good as it ought to be? Could you make one as good as it ought to be? What do you know about advertising women's hose supporters? Or women's stockings or underwear? Or kitchen utensils? Did you ever dress a child? Do you think that your technical, mechanical description of a sewing-machine makes any impression on the average woman reader? What are the essential qualities of hatpins or hairpins (two products that are not often advertised under brands, but ought to be)? Do you know how to fill the yearning abyss that calls for good copy about women's shoes? And, above all, won't you give up the vain attempt to write copy for corsets, in competition with women?

That hurts my feelings worst—masculine corset-copy. I never saw in all the man-made magazine, billboard and street-car advertising, for special brands of corsets, one attempt that I did not want to take by the shoulders and shake into some sense of its responsibilities.

Women know so much more about this subject than men do, that I am now going to suggest to corset-makers and advertising agents some points to consider:

1. No woman yearns to look like an artist-made creature with a figure like an inverted cone set in a cylinder, pinning a rose in her hair.

2. If she does admire a geometric shape, the pictured figure with its waist smaller than its neck will never be enough to convince her that your corset will achieve that victory over Nature.

3. The name of the corset, in beautiful fancy letters all through the middle-distance, is not persuasive.

4. Neither is the mere statement that all women like them, or that they give the desired figure ("whatever," says the writer to himself, "that may be"), or that all stores keep them—when they do not, and cannot, many times—or that there are a limitless number of models, one of which will surely fit any woman—who has the patience to search.

5. What a woman wants to know—but after all, you would not be much wiser if I told you. The path of safety is to let a woman write the copy.

In the light of the fact that there are now trained women who have proved their fitness as writers of advertising copy, surely the manufacturers of the articles mentioned above, and those of many other articles used or worn by women, are working a prejudice overtime if they permit it to exclude women from their advertising staffs.

To pay in slower growth of business for the indulgence of a prejudice is not the policy of modern, wideawake business men.

Manufacturers of women's goods are squarely face to face with the question: Are you not restricting the results of your advertising by continuing to use the wrong tool when the right one is at hand?

STELLA GEORGE STERN.

THE "birthday stone" idea has seldom been so well carried out for jewel advertising as in a booklet, "Natal Stones," issued by J. E. Caldwell & Co., Philadelphia. With a description of the stone appropriate for each month is given facts, fancies and superstitions concerning it, while at the close are suggestions for having any stones made up into rings, fobs, cuff buttons, scarf pins, brooches, necklaces, belt buckles, etc. The printing, very creditable, was done by Innes & Sons, Philadelphia, and the book was written by George Allston Brown.

WHAT a delightful world this would be if every man could select the other fellow's reading matter.—*Agricultural Advertising.*

If anyone sticks a pin in your toy balloon, don't waste any time trying to save the contents.—*Agricultural Advertising.*

### Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

### WANTS.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**WANTED**—Competent advertising man capable of working up good business for live agricultural paper. Good position for right man. "C. D." Printers' Ink.

**REPORTER**, married, employed, nine years' experience, desires position as city editor and head reporter on small daily. DORTCH CAMPBELL, Linneus, Missouri.

**OVER 1,000** men secured positions through us last month. Let us help you to a high grade position. Write for booklet. HAP. GOODS, Suite 511, 309 Broadway, N. Y.

**CONCERNING TYPE**—A Cyclopaedia of Everyday Information for the Non-Printer Advertising Man; get "typewise"; 64 pp., 50c. postpaid, agents wanted. A. S. CARNELL, 150 Nassau St., N. Y.

**WE** are in the market for a 24 or 32-page press with color attachment. Any publisher having a modern press in good condition for sale address THE OKLAHOMAN, Oklahoma City, O. T.

**NEWSPAPER REPORTERS**—Bright young men who know what news is and how to write it, send for booklet No. 1 about positions. FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

**YOUNG MAN** (25) desires position as advertiser or business position. Graduate Pennsylvania College, post-graduate course Harvard University. Powell Advertising School. P. W. EYSTER, 636 W. Phila. St., York, Pa.

**CORRESPONDENT** With advertising ability wants position: young and energetic; six years' business experience; forceful letter writer; fine references; moderate salary. "Y." care Printers' Ink.

**BOSTON BUSINESS MAN** is open for engagement as New England representative; 31 years of age; technically educated; experienced in advertising, engraving, publishing, soliciting. Address "LARGER FIELD," P. I.

**EVERY ADVERTISER** and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 315 Grand Ave., Kansas City, Mo.

**WANTED**—Clerks and others with common school education only, who wish to qualify for ready positions at \$20 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$3,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 55 Metropolitan Annex, New York.

**YOUNG MEN AND WOMEN** of ability who seek positions as advertisers and as managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## An Advertising Manager Who Can Produce Results

is open for position in either a manufacturing or mail-order concern.

Has experience; writes and originates trade-bringing copy. Familiar with magazines and newspapers, and knows rates. Expert in catalog and booklet work, and can figure cost of same.

Can furnish the highest references. If you have a position open, submit your proposition.

**M. E. SEFTON,**

226 Frick Building, Pittsburg, Pa.

### ADVERTISING MEDIA.

**THE EVANGEL.** Scranton, Pa.

Thirteenth year; 8c. a rate line.

**ANY** person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**THE RECORD** is the *Woman's Home Companion* of Troy and Central Miami County, Ohio. Only daily. Low-class medical, lost manhood, monthly regulator, fake financial, liquor, etc., advertising barred. Send for sample copy.

### POST CARDS.

**SAMPLES** of post cards, post card half-tones and prices for printing them. Sent to those writing a letter of inquiry for them. STANDARD ENGRAVING CO., Photo Engravers, New York.

### POSTAGE STAMPS.

**I** BUY at 4 off. unused, U. S.; c. o. d. R. E. OHSER, 244 Milwaukee Ave., Chicago, Ill.

### MAIL ORDER.

**OUR METHOD OF DIRECT ADVERTISING** pays best, because it reaches mail order buyers who can be reached in no other way. Our agents, located in every part of the United States and in Canada, place your Circulars or samples in everybody's hands by means of house-to-house distribution. **WE GUARANTEE** first-class services, and our rates are the lowest consistent with good work. We will mail our "DISTRIBUTORS' DIRECTORY" free to advertisers who desire to contract with agents or will contract with you direct, saving you time and trouble. Correspondence solicited.

UNIVERSAL ADV. CO.,  
Drexel Bank Bldg., Chicago.

### AGENTS.

**HIRNE & CO.,**  
**PRINTERS,**

5 Place Voltaire, Paris, France

Established in 1885.

Would be pleased to act as Agents for articles in the printing and stationery line. They are also buyers of calendars, post-cards, chromos, and patented articles. References given.



# DIRECTORY OF NOVELTY MANUFACTURERS.

**A** GENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

**C**RYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

**W**RITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

You can't shake my  
faith in Greater San  
Francisco—can use  
good "Ad" Novelties

**McKIM**  
THE "AD" MAN  
2610 MARKET STREET  
San Francisco, Cal.

## SUPPLIES.

**N**OTE HEADINGS of Bond Paper, 5½x8½ inches, with envelopes (laid p. 100 for 60c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples MERIT PRESS, Bethlehem, Pa.

**W**. D. WILSON PRINTING INK CO., Limited, 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.  
Special prices to cash buyers.

**F**REE samples of Bernard's Cold Water Paste will be sent to any publisher, paperhanger, photographer cigar maker or manufacturer who uses paste for any purpose and will test its merits. BERNARD'S AGENCY, Tribune Building, Chicago.

## WHITE LABEL OVERLAY PASTE

White, clean, odorless; sticks and is not tacky. Does not curl the paper. Sample free.

**L. B. FORTNER,**  
36 and 38 Strawberry St., Philada., Pa.

## ADDRESSES FOR SALE.

**T**O ADVERTISERS—San Francisco Fire; 500 Choice Names Leading Merchants, Professional Men, etc. All forced to buy all sorts of things. No stores to buy them from. Scattered from the Burnt District. Their New Business Addresses in the Suburbs of San Francisco. Mailed for 25 cents. Compiled by the ARGONAUT for its own use. Address ARGONAUT PUBLISHING CO., 25 Brown Ave., San Jose, California.

## ILLUSTRATORS AND ILLUSTRATIONS

**A**DVERTISING Cuts for Retailers; good; cheap. A HARPER ILLUS. SYNDICATE, Columbus, O.

## DISTRIBUTING.

**D**ISTRIBUTING was placed during the month of July in every town of any consequence in the Southeast by the Bernard Advertising Service for four of the largest users of house-to-house distributing in the U. S. Write for estimate to CHAS. BERNARD, 1516 Tribune Building, Chicago.

## COIN CARDS.

**\$3 PER 1,000.** Less 10¢ more; any printing. THE COIN WRITER CO., Detroit, Mich.

## ADVERTISING AGENCIES.

**D.** A. O'GORMAN AGE CO., 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

**G**OLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

**T**HE IRELAND ADVERTISING AGENCY. Write for Different Kind Advertising Service. 925 Chestnut Street, Philadelphia.

**P**IONEER ADVERTISING CO., Honolulu—Cosmopolitan population makes our six years' experience valuable. Newspapers, billboards, walls, distributing, mailing lists.

**A**LBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

**W**E KNOW the Canadian field intimately and thoroughly. \$2,000 placed with us has been more productive in results than \$5,000 scattered at random. We give successful advertising service. Write for particulars. THE DEBARATS ADVERTISING AGENCY, Ltd., Suite 60, Sovereign Bank B'dg., Montreal.

## J. H. LARIMORE Westerville, Ohio, ADVERTISING AGENT

Advertisements written, illustrated, designed, placed—newspaper, magazine, outdoor and direct publicity. Printing, art, commercial, general advertising advice. Write me for plans and estimates.

## ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

**A**UTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an IMITATION TYPEWRITTEN LETTER and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

## PATENTS.

### PATENTS that PROTECT

Our 8 books for Inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY,** Washington, D. C. Estab. 1865.

## CLASS PUBLICATIONS.



**20,000 Buyers** of (\$1,025,000,000 annually)

Hardware, House/furnishing Goods, etc.

Read every issue of the **Hardware Dealers' Magazine.**

Write for rates. Specimen Copy mailed on request.

**255 Broadway, N. Y.**

## CARDS.

**P**OST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **C. B. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.**

**PREMIUMS.**

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue (©) Greatest book of its kind. Published annually, 34th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

**ADDRESSES WANTED.**

**L**IBERAL pay for addresses prosperous people. F. C. NICHOLS, Box 789, Goldfield, Nevada.

**CARD INDEX SUPPLIES.**

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. STANDARD INDEX CARD COMPANY, Rittenhouse Bldg., Phila.

**PAPER.**

**B**ASSETT & SCOTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

**ADVERTISEMENT CONSTRUCTORS.**

**I** WILL DO YOUR ADVERTISING for 20c. a week. Send for samples. Retail Dry Goods and General Merchants only. No postal cards. CLARENCE SOULS, 201 Fifth Ave., Chicago.

**I** MAKE a specialty of small CIRCULARS, BOOKLETS and FOLDERS for inclosure with your regular correspondence. Short, quickly read, pertinent things best capture the attention of the always busy class to whom you look for patronage. A few good cuts—if illustrations are necessary—a crisp, concise, interesting telling of your story, without any superfluous padding, may be so combined with a novel and tasteful type treatment as to be exceedingly profitable. Would you like to see samples of such work? If so and your inquiry suggests possible business, I will be pleased to mail you quite a lot. Postal cards will not be noticed. No. 4. FRANCIS J. JAULE, 402 Sansom St., Phila.

## Financial Advertising IS OUR SPECIALTY

Communicate with us if you have a proposition which you desire to finance through advertising.

We have a force of expert financial advertising writers who prepare copy that makes money for our clients.

We have bought recently over \$250,000 worth of space, and use only mediums which we know have proven profitable.

### Ben Leven Advertising Agency

Specialists in Financial Advertising

Marquette Bldg., Chicago

**TYPEWRITTEN LETTERS.**

**IMITATION TYPEWRITTEN LETTERS**—Operate the largest plant in the world for the production of Circular Letters, and turn them out by the thousands or million in any style of typewriter type, furnishing Typewriter Ribbons exactly matching. Send for samples and prices. You will wonder how it's possible for me to produce such perfect work at so low a price.

To printers and manufacturers operating their own plants I am prepared to furnish ink for circular letter printing in all colors—black, green, blue or purple, with Typewriter Ribbons exactly matching. Write for particulars. M. M. ROTHCHILD, Circular Letter Specialist, 96 Fifth Ave., Chicago.

**ADWRITING**

**➡ NOTICE ⬅**

**TO CORRESPONDENCE  
SCHOOL STUDENTS,**

Ad-Writers, Graduates or prospectives. You can learn of something to your advantage by communicating at once with S. DAVIS, 500 Fifth Avenue, New York.

**PUBLISHING BUSINESS OPPORTUNITIES.**

## Magazines of Distribution.

Modern marketing via advertising  
Is discussed Scientifically and Practically

From the standpoint of experience  
In SELLING MAGAZINE.

How most economically to market  
Machinery and kindred articles  
Is its comprehensive topic.

Get it at charter price, 50 cents per year.

You will need it in your business  
Whether you have to do advertising  
Or any branch of publishing.

It is published by the  
Publishing Business Broker,

**EMERSON P. HARRIS,**

253 BROADWAY, NEW YORK.

**FOR SALE.**

**FOR SALE**—Paying and only newspaper and job plant in Indiana town of 1,200. Gas engine and three power presses. On account of ill-health will be sold at a sacrifice; \$500 cash down and balance on easy payments. "SLUG 13 D," care of Printers' Ink.

**FOR SALE**—Second hand printing presses. 1 two-revolution Campbell Cylinder, 38x52. 1 two-revolution Huber Cylinder, 37x52. 1 Hoe Flat-Bed Perfecting, 38x54. 1 Cottrell Flat-Bed Perfecting, 38x54. 3 Huber Flat-Bed Perfecting, 37x52. 1 Scott Rotary, with folder attached, printing twenty pages, size 11x16 inches, from 5,000 to 8,000 copies per hour, folded and pasted. All machines in good order, but replaced by modern rotary presses. Bargains for quick buyers. Address THE CROWELL PUBLISHING CO., Springfield, Ohio.

**MAIL-ORDER LEGAL ADVICE.**

**MAIL-ORDER (SCHEDULES) LEGAL ADVICE** on postal laws governing "square deal" contracts suggested—drawn. Obliviate friction, trouble, loss, by adverse rulings. Don't experiment; start right. Address THE HANLONS, Attorney, Washington, D. C.

## PRINTERS.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

W F print catalogues, book-lets, circulars, adv. matter—all kinds. Write for prices. THE BLAIR PTFG. CO., 514 Main St., Cincinnati, O.

## BOOKS.

"CATCH THE FARMER" is the greatest advertising plan ever contrived to catch the farmer trade. Exclusive to one merchant in a town, \$5. Sent only to retail merchants on five days' approval. "No cure, no pay." CLARENCE SOUSLEY, 201 Fifth Ave., Chicago.

## Successful Advertising. HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of Two Dollars. Address

Printers' Ink Publishing Co.,  
10 Spruce St., New York

## TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Hovlers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

## COIN MAILER.

1,000 for \$3, 10,000, \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

## ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. WALLACE & CO., 29 Murray St., New York, 401 Pontiac Bldg., 318 Dearborn St., Chicago, Ill.

## HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger 10c per in. THE YOUNGSTOWN ARO ENGRAVING CO., Youngstown, Ohio.

## NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1; 4x5, \$1.00. Delivered when cash accompanies the order. Sent for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 515, Philadelphia, Pa.

## MONEY MAILERS.

MONEY MAILERS—\$1.50 per M. Samples free. KING KOIN CARRIER CO., Beverly, Mass.

## For Sale

Owing to the death of the manager, a small patent medicine business is offered for sale. An energetic, able man can invest a small sum of money and build up a business that ought to net him a comfortable annual profit. This particular business has made a considerable sum of money, but owing to lack of energetic management the sales have decreased. The remedy is in excellent standing; it is old and tried, and can be revived by the right kind of hard work. The present owner is willing to leave a part of his capital in the business if he can find the right man to manage it. For full particulars address "PATENT MEDICINE NO. 426," care of Printers' Ink, New York City.

## Circular Advertisers

### Sample Advertisers Medical Firms

Let Us DISTRIBUTE your advertising matter. We have an or-



ganization that enables us to cover any territory and reach any class of people. Through reliable agents located in the United States and Canada, we can distribute your matter more effectively and much cheaper than it can be placed in any other way.

**BEST SERVICE  
LOWEST RATES**

Our Distributors' Directory mailed free to Advertisers desiring to make contracts direct with our distributors. We guarantee good service. Correspondence solicited.

**NATIONAL DISTRIBUTING CO.**  
700 Oakland Bank Bldg., Chicago, U.S.A.

## The Pattern Publications — Where Circulated.

*The Pattern Publications* are circulated in the twelve hundred odd important towns in which *The Ladies' Home Journal Patterns* are on sale.

In reaching the country districts and small towns where there are no agencies for *The Ladies' Home Journal Patterns*, advertisers will not find *The Pattern Publications* of value.

Equally, advertisers will not find *The Pattern Publications* of value in reaching women other than those who make their garments—or have them made—after *The Ladies' Home Journal Patterns*.

*The Pattern Publications* should be used to supplement advertising campaigns made through the general women's periodicals, therefore, and not in any sense considered as substitutes for such journals.

*The Pattern Publications* are devoted to a special field—current styles in women's dress. They are read by persons specially interested and can be most profitably used by advertisers whose products have to do with this field.

The fact that the circulation of *The Pattern Publications* is exclusively among a clearly defined class, and confined to definitely known localities, makes space in their columns of very unusual value to advertisers whose goods are in demand by this class and on sale in these localities.

**The Pattern Publications** will not carry advertising that is competitive with the interests of the merchants who sell *The Ladies' Home Journal Patterns*.

**THE HOME PATTERN COMPANY, 134 W. 25th St., New York,**  
JEFFERSON THOMAS, Manager of Advertising.

## Reaching Perfection

OFFICE OF "GLENN'S GRAPHIC,"  
MADISONVILLE, Ky., May 19, 1906.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—For several years we have been using your inks, both news and job, and will say we never received inks of any kind from you that were not entirely satisfactory in every particular. I believe that your inks are even better now than when we first commenced buying from you. There has been no depreciation in the quality, but it seems that there has been an improvement all the time, until now it looks as if you had about reached a state of perfection in the manufacture of good inks. Yours very truly,

J. J. GLENN, Publisher.

Every spare moment of the twelve years I have been in the ink business has been devoted to experimenting in improving the working qualities, also the brilliancy and permanency, of my inks. Every complaint that reaches me is carefully investigated and compared with others of a similar nature, so the best remedy may be pursued in overcoming the difficulties. None of us can claim perfection, and an ink may work like a charm in one printing office, while in another it will cause all kinds of trouble, due to different conditions. My claim is that my inks are the best that can be turned out by the art of man, and if they fall down I am always ready to refund the money. Send for my new sample book.

ADDRESS

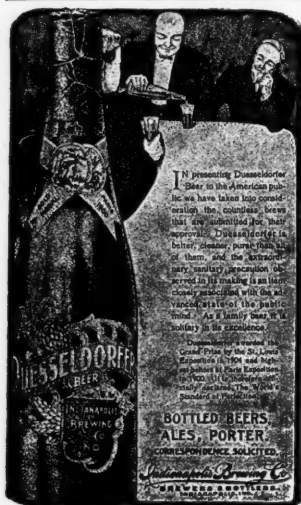
**PRINTERS INK JONSON**  
17 Spruce St., New York

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.  
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

It doesn't take three men of even limited capacity to properly manipulate or take care of the contents of a beer bottle—either in real life or in a quarter page magazine advertisement. Neither are any number of men shown to best advantage in a misty background. Neither does the really handsome container of Duesseldorfer Beer show up well in an advertisement like that designated as No. 1. In No. 2 we have one

tention is arrested by an unflinching method, interest in which never wanes. Having gained the attention, the copy goes right to the



**No 1**

man who looks as if his judgment would be worth taking and a beer bottle which shows up in a clean and attractive manner.

Here are two selections from a considerable volume of summer resort and transportation advertising now appearing in the magazines. Both are quite typical of a class. The Wabash advertisement is dainty, well balanced and commendable in many ways. The at-



**No 2**

point and tells the reader what he ought to do—what he must do if he is a sensible person—and just how to do it. On the other hand, the New Jersey Central advertise-

### VACATIONS IN NEW JERSEY LAND

ATLANTIC CITY  
ASBESTY PARK  
OCEAR  
LONG BEACH  
SEASIDE  
ATLANTIC  
BARKENSTADT

**REACHED BEST  
VIA  
NEW JERSEY  
CENTRAL**

FROM NEW YORK

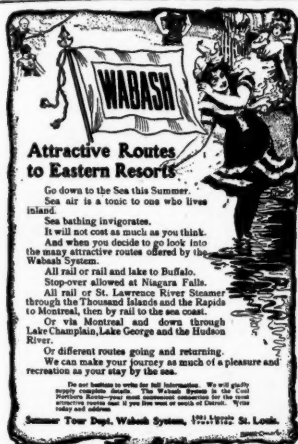
**SANDY HOOK BOAT LINE**  
Best Coast Service  
 Pier 11 N. York City

**WALL RAIL LINES**  
Best Coast Service  
 Pier 11 N. York City

C. A. BURT, Gen'l Pass Agent

ment is a cold, clammy, uninteresting—almost forbidding piece of work. It is no more inviting than a long stretch of bare sand under a hot sun. A summer resort or

a transportation advertisement must be tempting, or it is of absolutely no use. People don't take their vacations as a method of doing penance, but to have fun,



**Attractive Routes to Eastern Resorts**

Go down to the Sea this Summer.  
Sea air is a tonic to one who lives inland.

Sea bathing invigorates.  
It will not cost as much as you think.  
And when you decide to go look into the many attractive routes offered by the Wabash System.

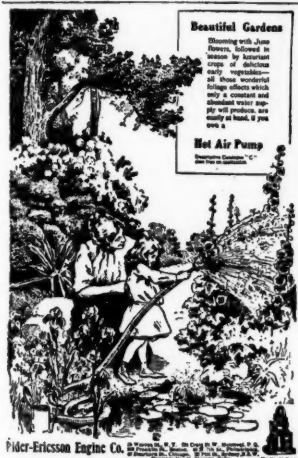
All rail or rail and lake to Buffalo.  
Stopover allowed at Niagara Falls.  
All rail or St. Lawrence River Steamer through the Thousand Islands and the Rapids to Montreal, then by rail to the sea coast.  
Or via Montreal and down through Lake Champlain, Lake George and the Hudson River.

Or different routes going and returning.  
We can make your journey as much of a pleasure and recreation as your stay by the sea.

We are looking to make the Fall Seasoning. We will gladly supply complete plans. The Wabash System is the only one that offers you the most attractive routes that you live west of much of Canada. Write today and address:

Summer Tour Dept. Wabash System, 102 1/2 W. 17th St. L. S. C.

recuperate their health and build anew their energies. The resort that makes the most tempting



**Beautiful Gardens**

Showing with June flowers, followed in season by American crops of delicious early vegetables—  
all these wonderful things afford which only a constant and abundant water supply will produce, as easily as heat, if you own a

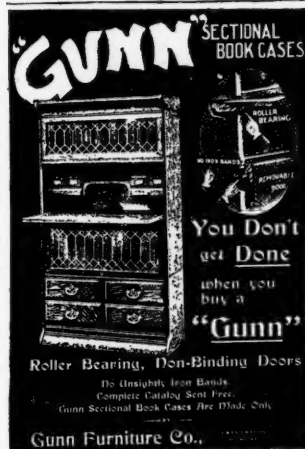
**Hot Air Pump**

Manufactured by the  
Rider-Ericsson Engine Co.

proposition in the most convincing manner is the one which gets the business and ought to have it.

The Rider-Ericsson Engine

Company makes a strong appeal to those who love flowers in the advertisement here reproduced. This ad occupies a full page in the June magazines, and while there is not much room in it for copy, no doubt the picture will exert a much stronger influence on many minds than words would. Argument may carry conviction to the mind, but a picture like this does more—it is sure to create a longing in the heart of all lovers of flowers who might under any circumstances hope to possess a beautiful garden. There are some things that seem to be advertised better by pictures than by words,



**"GUNN" SECTIONAL BOOK CASES**

Roller Bearing, Non-Binding Doors

You Don't get Done when you buy a "Gunn"

Do Usighly Iron Bands.  
Complete Catalog Sent Free.  
Gunn Sectional Book Cases Are Made Only

Gunn Furniture Co.,

and the advertiser who has such an article to offer is wise to use illustrations lavishly, provided they are of the right kind.

It may be true that "You don't get done when you buy a Gunn," but you do get done when you buy advertising space and put such an advertisement in it as this is. The book-case looks anything but attractive, and the attempt to show particular features in the faded little picture at the right is a sad failure.

THE newspapers lie oftener in favor of people than against them.—*Agricultural Advertising.*

# Of Interest To You

## AN ADVERTISING CAMPAIGN

---

The  
**"London"**  
**Magazine**  
 and the  
**"Harmsworth  
 Self-Educator  
 Magazine"**

will be introduced into  
 the States by

The American News Co.  
 in SEPTEMBER and  
 OCTOBER.

---

Send your advertising rates  
 by mail to

C. H. MURRAY, Publisher,  
 75 Yonge Street,  
 Toronto, - - - - Canada.

## INTERNATIONAL PUBLICATIONS, LIMITED,

has been formed to acquire  
 the publishing business of  
 C. H. Murray, with the  
 American and Canadian  
 rights of the

**"Harmsworth  
 Self-Educator  
 Magazine"**

Etc., etc., etc.



A Prospectus will  
 be sent free by the  
 Secretary,

**I. P. L.**

75 Yonge Street,  
 TORONTO,  
 Canada.

## Good Advertising Man Wanted



## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Now and then somebody feels hurt because the ads sent to this department "sometime ago" have not been criticized. This department has certain limitations and rules for government which must be observed in order to make it of real use to the greater number of its readers. To begin with, Mr. Zingg feels that in justice to all concerned he cannot spare to it more than four pages each week; and occasionally it is necessary, at the last minute, to leave it out altogether. It will be clear to anybody that to reproduce and criticize Christmas ads in January, or Easter ads in May, is to use up space to the immediate benefit of nobody and to the detriment of those who want copy and criticisms that are of *present* use. Then, again, it seems necessary to pass over those ads which are not especially in need of criticism, in order to take up some that do need it and help somebody to do better work, rather than pat on the back somebody who is doing good work and knows it quite as well as I do. In still other cases, unseasonable ads are filed away, to be taken up when their season rolls 'round again. In no case does this department promise to return ads submitted—always send duplicates. There is no disposition to be arbitrary, but rather to reproduce and criticize at the proper time, ads on which comment is likely to benefit others besides their writers. Ads intended for criticism should be clipped and mailed under letter postage to this department, not sent in marked copies of the papers, which may or may not reach this office.

*A Real Estate Ad From the Memphis (Tenn.) Commercial Appeal.*

### Garland Place

Either as an investment or for a home site, this subdivision is unquestionably the only proposition worthy of the consideration of the investor who is in search of absolutely high-class property. There is, a tone about Poplar Boulevard, a sort of qualifying excellence, that raises it high above the ordinary residence thoroughfare. We invite comparison with any other property on the market, not only confident but absolutely certain that there is no real estate offering in Memphis that is so well developed, so thoroughly finished and so reasonably priced. Each lot is terraced, sodded and adorned with trees. The property faces Poplar Street at the intersection of Garland Avenue, and is the center of one of the most important residence sections of the city. Twelve minutes' ride from Court Square. There are granolith walks, curbs and gutters, and every other improvement that could possibly make any subdivision more desirable.

Prices range from \$15 to \$25 a foot.

FRANK M. AVERY,  
Manager,  
210 Tennessee Trust Bldg.,  
Phone 1195,  
Memphis, Tenn.

*A Knock at the Wooden Bedstead.*

The people who don't dread hot nights, but who rise vigorous, alert and happy after refreshing slumbers, are not the people who lie down upon stuffy wooden bedsteads.

The finest Brass and Enameled Bedsteads in the world are

DOUGHERTY'S.

The largest exclusively bedding factory in this section of the country.

11th St., just above Market,  
Philadelphia, Pa.

THE ROANOKE "TIMES."  
Roanoke Publishing Company.  
THE "EVENING NEWS."

ROANOKE, Virginia.

Editor Ready Made Department:

The inclosed ads are from the Roanoke (Va.) *Evening News*, and are forwarded to you for reproduction and criticism in your columns if they are worthy of consideration.

The ads were set by Mr. W. L. Robertson, ad man on the *Evening News*. Yours very truly,

ROANOKE NEWS COMPANY.

In the ads accompanying this letter, more attention has been given to typographical stunts than to the copy. In one of them the word "sideboards" appears across the top and bottom and down each side, and in the other, the word "refrigerator" is displayed in the same way.

The sideboard ad contains two panels, in each of which are the words "20 per cent cut on sideboards," and between these panels is the text:

For the next ten days we will sell Sideboards at prices never before quoted on this market. They range from \$12 to \$50. Come and look at them.

The repetition of "20 per cent cut on sideboards," as well as of the word "sideboards," is wholly unnecessary and wasteful of space. "Sideboards" just once, in good big type, at the top of the ad would have been sufficient, and that should have been followed by the old and new prices, showing the actual reductions in dollars and cents. Strange as it may seem, there are many people to whom "a 20 per cent reduction" doesn't mean anything in particular, and a good many more who won't take the trouble to figure out what it does mean. And besides, the reduction always seems more real and tangible if it is figured out and the comparison made between old and new prices, side by side. Even a good description of a single pattern, with the original and the cut price, followed by the price range, would have been much more effective in the three-inch double-column space. The refrigerator ad tells

nothing about refrigerators but breaks away from that subject to enumerate other hot-weather needs, on none of which is a single price quoted. It is much better, in a small space, to say something definite about one thing than to attempt to cover the whole stock and fail to leave any fixed impression about any part of it.

*Certainly Sounds Like a Good \$25 Worth. From the Milwaukee (Wis.) Evening Wisconsin.*

## 1906 Northern Roadsters \$25

Absolutely the neatest wheels you ever saw for the money. They were made up specially to our order last fall and are fully worthy to bear the Northern name plate.

These bicycles are made of the very best seamless tubing—have Princeton single tube tires—fully guaranteed—Yale blue color—nickel-plated trimmings—Faubus hangers—rat trap pedals—new departure coaster brake.

Ask for our free booklet on bicycles and sundries.

If it's from Gross it's good.

PH. GROSS HARDWARE COMPANY,

126-128 Grand Avenue,  
Milwaukee, Wis.

*Advertising the Window is a Good Idea. From the Richmond (Va.) Evening Journal.*

## Have You Seen the Barrel of Watches

in our window? It is a wonder. All sizes, styles and prices. Call and see them and be convinced that we carry the largest line in the city. We also carry a complete line of Jewelry in the same proportion.

Opticians. Consultation free.

J. S. JAMES,  
Seventh and Main Sts.,  
Richmond, Va.  
Cash or Credit.

CANTON IMPROVEMENT ASSOCIATION,  
Wise's Hall—Boston and Clinton Sts.  
BALTIMORE, Md.

*Editor Ready Made Department:*

I inclose two copies of ads of a firm I am connected with, and would appreciate your opinion of the comparative value of them. The proof was of an ad in Saturday's issue of Baltimore News and the other's use you can see.

I claim that the News ad is absolutely worthless and useless. 1—Because it does not bring anything to the reader's attention. 2—It is a plain knock against our competitor (Standard Oil) and therefore an ad for them. Anxiously awaiting your reply, with thanks in advance, I am,  
Yours truly,  
JOHN H. DRIVER.

One of these ads is on the back of a mailing card, and, in addition to a cut in one corner, showing a can marked "Performances—Tionaline oil, 1 gallon," and in the opposite corner a barrel marked "Promises," carries the following words:

A Gallon of Performances is Better  
Than a Barrel of Promises.

We Perform.  
TIONA OIL CO.,  
220 N. Holliday St.,  
Baltimore, Md.

Maryland 'Phone, Courtland 4224.

The other ad is reprinted below except the cuts—a big sunflower labeled "Octopus," and a potato under the caption "Tiona Oil Co.:

The big sunflower, he looms above the  
modest 'tater vine;  
Braggs about his Sunday clothes and  
puts on airs so fine;  
But when the winter howls around us  
and the snow is at the door,  
The big sunflower, oh! where am he?  
The 'Tater's got the floor!  
Oil from independent refineries exclusively sold by

TIONA OIL CO.,  
220 North Holliday Street,  
Md. 'Phone, Courtland 4224.

It will be noted at once that both are "knocks," and that neither gives a single, solitary reason why anybody should buy "Tionaline" oil in preference to any of Mr. Rockefeller's brands, unless because it comes from independent refineries, which may or may not be a good reason. I should say that the thing to do is to find out just why "Tionaline" is better than other oils, and then print the reasons. There is

certainly nothing convincing in either of these ads.

*An Example of Pacific Coast Enterprise, from the Oakland (Cal.) Tribune.*

## We Will Buy Your Burned Piano.

We can use your old piano, no matter how badly damaged it may apparently be, and if you will sign over your right and title in same to the Wiley B. Allen Co. we will give as payment a due bill ranging from \$25 upwards, according to the condition of all the metal parts of same. Said due bill will be accepted as part payment on any new piano we carry. We will be able to repair or replace any damaged parts in our repair shops, now under construction. The demand for plates and metallic parts is limited and will be quickly supplied. Early callers at our Oakland headquarters, 951 Broadway, Oakland, or our temporary offices, 937 Buchanan st., San Francisco, will be benefited.

THE WILEY B. ALLEN  
COMPANY,

Knabe Piano Dealers,  
Oakland, Cal.

*A Strong Appeal to Parents, from the Milwaukee (Wis.) Journal.*

## Going To College

This is the question that is asked of most boys when they are about to graduate from High School. Very few are in a position to answer in the affirmative. They do not possess the means to do so. Give your boy a chance to get a college education. Start a savings account for him while he is young, teach him to save his money and deposit it regularly. Our savings department pays 3 per cent interest per annum, compounded semi-annually. Begin at once, for it may be the making of your boy.

THE GERMANIA NATIONAL BANK,  
West Water and Wells Sts.,  
Milwaukee, Wis.

*Nothing Lacking Except Prices.*

## The "Stone White" Refrigerator

is the "chest with a chill in it." It's as cold as a stone and as clean as a whistle.

It is lined with a white stone—has water-tight and germ-proof joints, and is as easy to clean as a tea cup.

It's better than the best porcelain and glass-lined kind, and costs less at the start—saves more ice and food and time and trouble. It's the "best ever." Come in and let us show it to you. All sizes.

Other lower priced metal-lined kinds—excellent for the price, but not in the same class with the "stone white."

**DANBURY HARDWARE COMPANY,**

Andrews Block,  
Main St.,  
Danbury, Conn.

*Good Stuff. From the New York Times.*

## An Opinion or a Policy?

When your lawyer examines your title and approves it, he writes an opinion that the title is perfect.

When the Title Guarantee and Trust Company examines your title and approves it, it writes a policy guaranteeing the title to be perfect.

But if, subsequently, the title should prove not to be perfect, which would you rather have—the opinion or the policy?

There is no extra cost for the policy.

**TITLE GUARANTEE AND TRUST CO.,**

Capital and Surplus, \$10,000,000.  
146 Broadway, New York.  
175 Remsen Street, Brooklyn.  
Mfrs. Branch, 108 Montague St., Brooklyn.

*A Happy Suggestion Happily Made in the Kansas City Journal.*

## Clocks As Wedding Gifts

The idea of a clock is naturally associated with the inner life of a person or home.

There is something intimate and familiar about it which makes it a suitable medium for expressing the warmth of your affection to the bride and groom.

Our stock is so varied that you may be fully satisfied in your selection.

**CADY & OLMSTEAD JEWELRY CO.,**  
1009-1011 Walnut Street,  
Kansas City, Mo.

*It is Decidedly Refreshing to Find a Vehicle Ad that is Specific, Like this One from the Kansas City Times.*

## Rubber Tired Runabout

Special to-day only \$60.

This is one of the new 1906 high arched gear, wood wheel bike Runabouts. Has best rubber tires and solid bent panel or stick seat. Every one is guaranteed.

60 Other Styles.

**RUBBER TIRE WHEEL COMPANY,**  
1225-1227 McGee Street,  
Kansas City, Mo.

*Always Print the Firm Name and Address—the Telephone Number Alone Is Not Enough. From the Washington (Pa.) Record.*

## Typhoid Fever

can be traced to use of impure water.

Why take the chances when you can have pure Sterion Spring Water delivered to you daily, in ½-gal. bottles for \$1.00 per month, or in gal. bottles for \$1.50.

Bell 'Phone 558 R  
Washington, Pa.